

BRAMPTON HONEY BADGERS



Join The Brampton Honey Badgers Street Team!

Are you passionate about basketball, community engagement, and creating unforgettable fan experiences? The Brampton Honey Badgers of the Canadian Elite Basketball League (CEBL) are looking for enthusiastic, community-driven individuals to join our street team! This is your chance to gain hands-on experience in sports marketing, promotions, and event operations, while representing professional basketball in the Greater Toronto Area.

Responsibilities include:

- Actively interact with community members to raise brand awareness and foster positive relationships.
- Assist in organizing and executing promotional events, including street fairs, markets, and local gatherings.
- Distribute branded materials, merchandise, and help manage promotional giveaways
- Collect contact information and engage potential customers to build a mailing list for future promotions and events.
- Collect fan feedback and insights to help improve the Honey Badger experience
- Promote events and activities through social media channels, sharing updates and engaging with followers.
- Assist the marketing team with developing and implementing community-focused campaigns.
- Take on the role of the Honey Badger mascot as needed
- Support with giveaways, contest, and in-game promotions/activations

Required Skills and Qualifications:

- Current students or recent graduates in a college or university program (preferably in Sport Management, Communications, Marketing, or other related fields)
- Availability for 2-3 events a month (mostly nights and weekends)
- Strong communication and people skills
- Highly motivated with a positive attitude and strong work ethic
- Knowledge of The Honey Badgers, the CEBL as well as the sport of basketball being an asset
- Access to a car is an asset

What We Offer:

- Growth opportunities within the Honey Badgers through internships, part-time roles and game day roles
- Valuable experience in sports marketing, promotions, and fan engagement
- Networking opportunities with industry professionals
- Incentive program designed to reward performance and motivate our team members
- A dynamic, fun work environment with a passionate professional team.
- Discounts on Team Merchandise

Type of Position: Volunteer (Unpaid) - with opportunities to grow into paid roles

How to Apply: Interested applicants are encouraged to send their resume to community@honeybadgers.ca with the subject "Street Team Application"