



**2022-2023**  
**Sens in School Program**



**#FORTHEB**

# VISION



## Recognize Efforts in Education

- Recognize ongoing strong effort and accomplishments by both students and educators throughout the Bay of Quinte region.

## Raise Awareness

- To raise awareness among students about the importance of being a positive impact on people in your community - both inside school and outside. Efforts will be made using resources as well as player interactions.

## Active Role in Community

- The Belleville Senators are working to continue building connections with the next generation of athletes/fans and building relationships through the initiatives within the community.



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**ELEMENTARY - JK-GR 6**



# ELEMENTARY PROPOSAL



## OBJECTIVE

- Join elementary school age students (JK - Grade 6) within schools in the Bay of Quinte region to help promote the importance of making an impact through positive social interactions and awareness.

## SCHOOL VISITS

- Senators players would visit schools for activities including reading to students and discussing relevant topics (ie. being a good friend, bullying awareness, helping people); would include mascot Belly in visit when possible.
- One teacher to be nominated by school to be recognized for efforts and receive 4 tickets to attend game.

## COLOURING BOOK

- New colouring and activity book to be brought and distributed for all students in class(es) included with school visit
- Book will highlight same focus as visit with messaging about sportsmanship, friendship and helping people.

## GROUP TICKETS

- Schools would receive a link to purchase group rate tickets. The Belleville Senators would help to either have link be used for multiple individual games or could be used to promote a specific game as a school event and/or fundraising effort.



# ELEMENTARY PROPOSAL



## INCENTIVE PROGRAMS

- Participating schools will be eligible for two different ticket-based incentive programs that would run for games from November 2022 through March 2023

## INDIVIDUAL SCHOOLS

- A reward program will be offered to schools based on a total number of tickets purchased for either a specific game or range of games during the season.
- Rewards may range from tickets to memorabilia (jerseys, sticks, etc) depending on number of tickets purchased. Reward can be used at school's discretion - keep it as a token of participation or include in fundraising efforts.

## ALL SCHOOLS

- A reward will be offered to the school with the highest total tickets purchased from November - April.
- Reward will be a form of party for school (details TBD).



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**GRADE 7-12**

**TEACHER/STUDENT OF THE GAME**



**COLLEGE** & Techn

# JR HIGH / HIGH SCHOOL PROPOSAL



## OBJECTIVE

- To recognize students and teachers (Grade 7-12) within schools in the Bay of Quinte region. Individuals would be nominated by school and acknowledged for educational and community accomplishments.

## SCHOOL VISITS

- Senators players could visit schools to be involved with two purposes -
  - Help school announce nominees during school assembly or other format to celebrate individuals within school setting ahead of game
  - Participate in student activity and/or Q&A session highlighting player journey and topics including setting goals, meeting expectations and being a part of a team or community.

## IN GAME

- Selected student and teacher to receive 4 tickets each for game where they will be honoured
- Student and teacher to be recognized at selected game via video or live announcement

## GROUP TICKETS

- Schools would receive a link to purchase group rate tickets. The Belleville Senators would help to have link available for purchasing tickets for specific game that their individuals will be honoured at. Ticket purchases could be used as potential fundraising help where needed by school.



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# TICKET REWARD PROGRAM



## SCHOOL REWARDS - TICKET PURCHASE INCENTIVES

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**10 - 50 TICKETS**

**2 TICKETS, 2 POPCORN, 2 BOTTLED DRINKS**

**51 - 100 TICKETS**

**1 BELLEVILLE SENATORS TEAM SIGNED STICK**

**101-150 TICKETS**

**4 TICKETS W/ MEZZANINE TABLE**

**151+ TICKETS**

**1 BELLEVILLE SENATORS JERSEY**

**#FORTH**B****

# SCHOOL VISIT ACTIVITIES



## PLAYER VISIT ACTIVITY OPTIONS

Schools may request players to be involved in a variety of activities during a school visit. Activities would be requested by each school and planned ahead of the visit so that we can ensure that we have appropriate players included to make the visit as memorable and beneficial as possible.



### READING TO CLASS

### GUIDED Q&A WITH BELLEVILLE SENATORS PRIZING

### GUIDED 'LIFE STORY' SESSION ABOUT PLAYER JOURNEY TO AHL/NHL

### SMALL SCALE SPORTS ACTIVITY (BASKETBALL, DODGEBALL, ETC.)

### SIGNING ITEMS/PHOTO OPPORTUNITIES

\*\*Other activities may be requested by schools and will be reviewed by the Belleville Senators to determine feasibility \*\*

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# BOOKING / INFORMATION



Schools are to contact the Belleville Senators directly for more information or for booking visits.

Please contact:

Ben Cochrane

[cochraneb@bellevillesens.com](mailto:cochraneb@bellevillesens.com)

905-376-2508

## Important Starting Information Needed

- School Size
- Preferred Month of School Visit and/or Sens Game
- Preferred Activity for School Visit

**\*\* PLEASE NOTE - SCHOOL VISIT DATES ARE LIMITED AND WILL BE BOOKED IN ORDER OF REQUESTS RECEIVED \*\***

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# KEY ON ICE STATISTICS



- Since moving to the Bay of Quinte Region in 2017, the Belleville Senators have graduated more than 35 players to the NHL.
- The Belleville Senators set a franchise record with 40 wins this season on route to qualifying for the Calder Cup Playoffs for the first time in team history.
- The Senators had a flair for the dramatic in 2021-22 setting a franchise record for most shootout wins in a single season with five in 2021-22.
- The Belleville Senators owned the sixth-best penalty kill in the AHL and third-best in the Eastern Conference this season operating at (82.8%)



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# \$500K COMMUNITY IMPACT



Since 2017 the Belleville Senators have help raise \$500,000 that has directly impacted the Bay of Quinte

- CAA Insurance Company Community Dinner in 2019-20 welcomed 200 people, including over 100 at risk youth and allowed for them to attend a game and enjoy a pre-game meal.
- School programming in 2019-20 was delivered to over 13 schools and 2600 students throughout the region. Including a breakfast program that fed 400 students.
- CAA Chuck-a-Puck program in 2021-22 assisted with fundraising for 9 local groups and raised more than \$25,000.
- Senators Community Foundation 50/50 tickets purchased during 2021-22 raised a total of approx. \$65,000 to support organizations around the Bay of Quinte region.



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# NOTABLE ALUMNI



**Thomas Chabot**



**Colin White**



**Nick Paul**



**Drake Batherson**



**Josh Norris**



**Erik Brannstrom**



**Alex Formenton**

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**THANK YOU** 