

Overview

Ever wonder what it would be like to have a professional sports team in your hometown? Using their entrepreneurial spirit, learners will be given the opportunity to dream, design, and map out the details of a brand-new team to pitch to their peers. Dig out your jerseys and pennants – sports fever is about to hit your classroom!

NB Curricular Connections

English Language Arts:

- *Strand: Interactions - Big Idea: Expression, Exchanges - Skill Descriptor: Select and present content to communicate facts, ideas, and opinions to peers and teachers.*
- *Strand: Representations - Big Idea: Composition - Skill Descriptor: Organize ideas and create written and media texts collaboratively and independently.*

Social Studies:

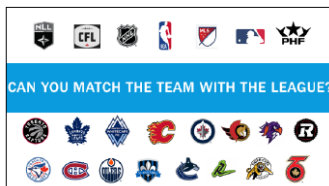
- *Strand: Geography - Big Idea: Places and Regions*

What You'll Need

- PowerPoint Presentation (attached)
- Our New Hometown Team Printable Booklet (see below)
- Online Design with available iPads and laptops (optional)
- Glue or tape
- Sticky notes
- Scissors
- Pencils
- Colouring Materials: crayons, pencil crayons, and/or markers
- Recyclable materials (cardboard boxes, paper, newspaper, etc.) - optional

Instructions

1. DISCUSSION: Using Slide 2 of the PowerPoint Presentation, see if learners can match up the logos of Professional Sports Teams in Canada with their corresponding leagues.



Using Slide 3, reveal the answers. Ask: “*What do you notice? How many are women’s sports? Do you think there are some sports missing? How many of these teams are in New Brunswick? Which professional team would be the closest to us?*”

Answer Key:

NLL – Halifax Thunderbirds, Saskatchewan Rush (5 in total in Canada)

CFL – Hamilton Tiger-Cats, Ottawa Redbacks (9 in total in Canada)

NHL – Toronto Maple Leafs, Calgary Flames, Edmonton Oilers, Montreal Canadiens, Vancouver Canucks, Ottawa Senators, Winnipeg Jets (9 in total in Canada)

NBA – Toronto Raptors (1 in total in Canada)

MLS – Vancouver Whitecaps, CF Montreal (3 in total in Canada)

MLB – Toronto Blue Jays (1 total in Canada)

PHF – Women’s Professional Hockey – Toronto the Six (1 in total in Canada)



After looking at the professional sports leagues in Canada, have learners in small groups or elbow partners discuss: “What are 2-3 things a town or city MUST have in order to have a professional sports team?” Have learners share their responses and then read together Slide 4 of the PowerPoint Presentation.

Economics – Cities must be able to make money. Sports teams, though for joy and entertainment, are run like a business so financial decisions are critical to a team being successful.

Popularity – Host cities must have a loyal fan base. Ticket and merchandise sales go up when teams win, but it is also important to have a location that will support teams even if they happen to have a losing streak.

Media – In order for the fan base to grow, host cities must have some way to showcase their team via television broadcasts, radio shows, newspaper updates, and social media advertisements.

Population – Most host cities have millions of people. Perhaps one of the reasons New Brunswick does not have one of its own. Regina, Saskatchewan, however, has a population of roughly 250,000 and does have its own CFL team – Regina Roughriders.

2. OUR NEW HOMETOWN TEAM PITCH CHALLENGE:

a) Using Slide 5 of the PowerPoint Presentation, give learners an opportunity to brainstorm a brand-new professional sports team HERE in New Brunswick! Looking at the map of New Brunswick, discuss where the people live and where your town or city is located. Write down their ideas (sport, team name, league additions) on a whiteboard and encourage them to think outside of the box:

- a new team within existing professional leagues
- a new women’s team
- a new co-ed team
- a new sports team: tennis, curling, badminton, volleyball, golf, ping pong, professional tag, etc.

Divide learners into groups or allow them to work individually, if desired.

b) Challenge Criteria:

Learners will be asked to create a “pitch” for a NEW Hometown Team that they have created. They will present their new team idea in front of their peers. Classmates will be encouraged to vote on the best given pitch, with thought to all of the criteria. What is a pitch? It’s a persuasive presentation! And it’s not just for products – it’s also for ideas! Discuss and view Slide 6 of the PowerPoint Presentation. Then, read over Slide 7.



Our NEW Hometown Team Pitch Challenge

- Design a name and logo for your team
- Design and sketch the sports facility in your hometown
- Decide how you will promote your team (media)
- Decide on the 3 TOP reasons why your team should become a reality
- Practice your pitch – be creative and confident

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Learners will use the printables below to design: a name, a logo, a sports facility location and sketch, how they will promote their team, and 3 great reasons why their sports team should become a reality. Learners can also create a mini replica stadium/facility or sports memorabilia (uniforms, tickets, etc.) to go along with their “pitch” using recyclable materials. *If available, students can also create their logos, names, and facility designs digitally using iPads and laptops.*

Allow time for learners and small groups to work on their pitch presentations and then create a schedule and order for groups to present.

c) Pitch your NEW Hometown Team – have each group set up a “display” for their pitch before starting. Have your learners rotate around the classroom to hear each pitch. Encourage and celebrate each one. After hearing all pitches, have learners then go back to Slide 6 of the PowerPoint presentation and review what makes a great pitch. Learners can vote on the pitch that really stood out to them by writing that NEW Sports Team’s name on a sticky note and pass it to you for counting. Celebrate all teams and congratulate the winning one!

3. WRAP-UP: Gather as a group to discuss the following questions:

- What did you find most challenging about creating a sports team? How did you overcome your challenges? What would you change if you were able to do this activity again?
- Do you think a professional sports team is realistic for your hometown or New Brunswick? Why or why not?
- What did you learn about the ins and outs of a great “pitch” through this activity?



NB CAREER CONNECTIONS
Careers That Also Use “Pitch” Presentation Skills

- Entrepreneur**
Start their own business or company
- Advertising Representative**
Sell products and/or media services and/or to convince companies to buy their goods
- International Sales Representative**
Sell and promote and convince for your products and services across the world

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Looking at Slide 8 of the PowerPoint Presentation, take a few minutes to look at some of the New Brunswick jobs that include creating and delivering pitches as part of their daily work.

Extension Ideas:

Reflection Activity

Please see the attached PDF for several choices on how you and your learners can reflect upon today’s activity.

Global Competencies



Collaboration



Communication



**Critical
Thinking &
Problem-
Solving**



**Innovation,
Creativity &
Entrepreneurship**

Acknowledgements

1. *Factors in the Formation and Development of Professional Sports Leagues*, Visions in Leisure and Business, Volume 14, Number 1, Article 4, Jack O. Gaylord Jr. 1995, <https://scholarworks.bgsu.edu/cgi/viewcontent.cgi?article=1517&context=visions>
2. The Drip Drop – Shark Tank: <https://www.youtube.com/watch?v=y5nmwuu6RX0>
3. Canadian Sports: <https://thecanadaguide.com/culture/sports/>
4. Population of Regina, Saskatchewan: <https://worldpopulationreview.com/world-cities/regina-population>



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Our NEW Hometown Team

By:



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Team Name and Logo Design

Our Sport: _____

Our Team Name: _____

Does the name have a special meaning? How did you come up with it?

TEAM LOGO:

What is the inspiration for your logo?



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Our Sports Facility

Map of Community: Sketch out the area in your community where you feel your NEW sports team facility could be placed. Is there already a spot? Can you just make some adjustments or do you need to build brand-new?

A large, empty rectangular box with a green border, intended for sketching the community map.

Our Sports Facility Design: Sketch out a vision for your team's sports facility. *Things to consider:* number of seats, food and concession areas, bathrooms, ticket booths, merchandise spot, parking, and accessibility for all fans.

A large, empty rectangular box with a green border, intended for sketching the sports facility design.

How Are You Going to Promote Your NEW Team? Check off **ONLY 2** (due to budget concerns)

- Television (show live games)
- Radio (live games)
- Social Media – posts about game times and player stats
- Billboard for the Community
- Signs and posters around the community
- Contests for free tickets and merchandise
- Events with players and the community (school visits, nursing home visits, hospital visits)
- Other: _____

TOP 3 REASONS TO CHOOSE OUR TEAM: Decide together what makes YOUR Hometown Team a GREAT choice to become a real-life team. Think about what makes your team unique.

1.

2.

3.

NOW – Practice your pitch. Using all of the information that you have designed, dreamed and created within these pages, use it to come up with a catchy and persuasive pitch for your classmates. Remember, your pitch needs to be:

brief, clear, creative, convinces the audience, and is delivered with eye contact and confidence!

YOU'VE GOT THIS!

EXTRA: Items/Creatations that we will display with our pitch:
