



TD GARDEN | LEVELS 5-6
 100 LEGENDS WAY
 BOSTON, MA 02114

2017 ANNUAL REPORT

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Dear Friends and Supporters,

To paraphrase the old car commercial, The Sports Museum is, most decidedly,
"Not Your Father's Museum."

For sure, we have a museum on Levels 5-6 of the TD Garden. That is where
we proudly display our unparalleled collection filled with the treasures,
trinkets, and trophies of Boston sports. We have, in fact, a great museum.

The Sports Museum is much more than that, however. We are an educational
institution that is in business to help kids. How do we help them? With
transformational educational programs such as our Stand Strong character
educational program and our award-winning Boston vs. Bullies, which
has now been experienced by more than 60,000 kids since its launch five
short years ago.

Moreover, we don't expect all those kids to come to us. We go to them.
On a daily basis, our team of educators and facilitators are visiting schools
and afterschool programs throughout our area, bringing them Boston vs.
Bullies and our other educational programs. So The Sports Museum is very
much an outward-facing organization. Moving forward, that is the way we
will continue to operate.

In large part because we are "Not Your Father's Museum," we enjoyed
a record-setting year in 2017. We intend to build on that even further in
2018 by delivering even more programs to even more schools so that we
can impact even more kids.

It's all worth it. And we couldn't do any of this without your continued support.

Thank you.



Joe Preston
Chair, Board of Trustees

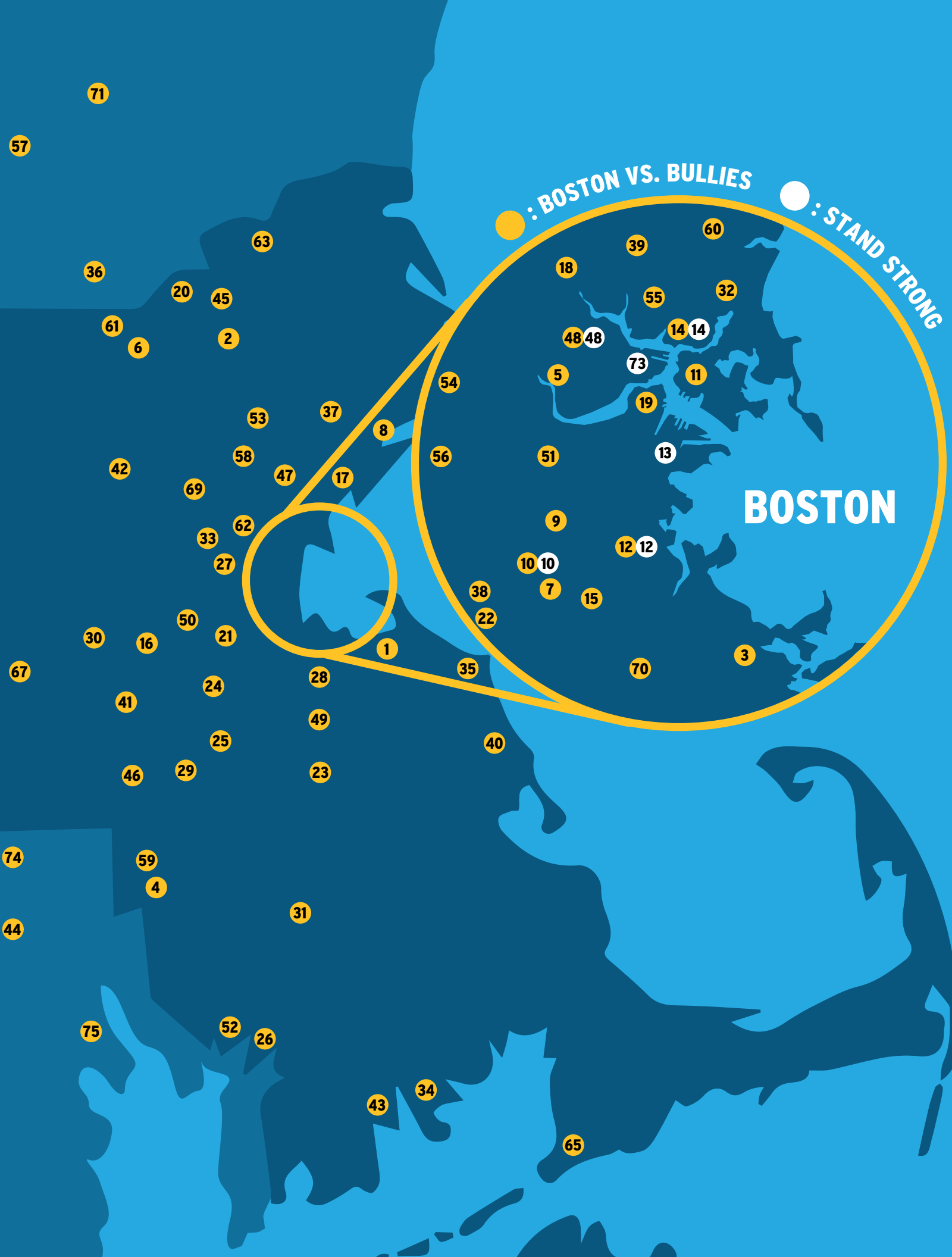


Rusty Sullivan
Executive Director

BOSTON VS. BULLIES is an award-winning educational program that leverages the power and platform of Boston sports to help stop bullying in our schools and in our community. The Sports Museum has united the entire Boston sports community behind this effort, with the video-based program featuring current athletes (Mookie Betts, Aly Raisman, Torey Krug, etc.) representing all of Boston's teams. Over the past five years, more than 60,000 students (Grades 4-6) have experienced Boston vs. Bullies.

STAND STRONG is The Sports Museum's immersive character education program that helps at-risk students develop the type of character that they need to make the right choices in the face of drugs, violence, and other dangers. The curriculum features an integrated blend of lessons, activities, and field trips centered around the core tenets of strong character – namely, Teamwork, Courage, Fairness, Determination, and Responsibility – that are so important to success in sports, in school, and in life.

WHERE WE WERE IN 2017



CITIES AND TOWNS THROUGHOUT OUR REGION, INCLUDING:

- | | | | | |
|----------------------|---------------------|------------------------|-------------------------|-----------------------|
| 1. Weymouth, MA | 16. Natick, MA | 31. Taunton, MA | 46. Wrentham, MA | 61. Tyngsboro, MA |
| 2. Andover, MA | 17. Lynn, MA | 32. Revere, MA | 47. Melrose, MA | 62. Belmont, MA |
| 3. Quincy, MA | 18. Medford, MA | 33. Waltham, MA | 48. Somerville, MA | 63. Haverhill, MA |
| 4. Attleboro, MA | 19. Boston, MA | 34. Fairhaven, MA | 49. Holbrook, MA | 64. Northampton, MA |
| 5. Cambridge, MA | 20. Methuen, MA | 35. Scituate, MA | 50. Needham, MA | 65. East Falmouth, MA |
| 6. Lowell, MA | 21. Dedham, MA | 36. Hudson, NH | 51. Brookline, MA | 66. Leicester, MA |
| 7. Roslindale, MA | 22. Hyde Park, MA | 37. Peabody, MA | 52. Swansea, MA | 67. Hopkinton, MA |
| 8. Salem, MA | 23. Brockton, MA | 38. West Roxbury, MA | 53. Reading, MA | 68. Dudley, MA |
| 9. Jamaica Plain, MA | 24. Norwood, MA | 39. Malden, MA | 54. Watertown, MA | 69. Lexington, MA |
| 10. Roxbury, MA | 25. Sharon, MA | 40. Marshfield, MA | 55. Everett, MA | 70. Milton, MA |
| 11. East Boston, MA | 26. Fall River, MA | 41. Millis, MA | 56. Newton, MA | 71. Epsom, NH |
| 12. Dorchester, MA | 27. West Newton, MA | 42. Concord, MA | 57. Manchester, NH | 72. New London, NH |
| 13. South Boston, MA | 28. Braintree, MA | 43. New Bedford, MA | 58. Woburn, MA | 73. Charlestown, MA |
| 14. Chelsea, MA | 29. Foxborough, MA | 44. North Scituate, RI | 59. North Attleboro, MA | 74. Woonsocket, RI |
| 15. Mattapan, MA | 30. Framingham, MA | 45. Lawrence, MA | 60. Saugus, MA | 75. Providence, RI |

2017 BY THE NUMBERS

\$1.5M ANNUAL REVENUES
(NEW RECORD)

46%
INCREASE
IN MUSEUM
ADMISSIONS
REVENUE

138 SCHOOL GROUPS
CAME TO THE
SPORTS MUSEUM

40TH ANNIVERSARY OF
BEING FOUNDED

60,000 STUDENTS EXPERIENCING
BOSTON VS. BULLIES
(SINCE 2013)

2,000 STUDENTS EXPERIENCING
STAND STRONG
(SINCE 2007)

19,000 STUDENTS ENTERING
WILL MCDONOUGH
WRITING CONTEST
(SINCE 2005)

GRANTS (\$5,000+)

New Balance Athletics, Inc.
TD Garden
The Highland Street Foundation
Mabel Louise Riley Foundation
The Yawkey Foundation
Iron Mountain Incorporated
Liberty Mutual Foundation
The Boston Bruins Foundation
The Boston Celtics Shamrock Foundation
Red Sox Foundation
Macy's
Speedway Children's Charities
Massachusetts Port Authority
The Alex Benjamin Norris Memorial Fund
Black Heart Foundation
East Boston Savings Bank

EVENT/INITIATIVE SUPPORTERS (\$2,000+)

New Balance Athletics, Inc.
TD Garden

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Boston Bruins
Boston Bruins Alumni Association
Boston Bruins Foundation
Boston Celtics
Boston Celtics Shamrock Foundation
Boston Properties
Boston Red Sox
Boston Red Sox Foundation
Connection
Cross Insurance
Delaware North Companies Sportservice
Don Rodman / Rodman Ford
Iron Mountain Incorporated
JetBlue Airways
Major League Baseball
National Basketball Association
National Football League
National Hockey League
National Hockey League Foundation
NESN
New England Patriots
New England Patriots Charitable Foundation
New England Revolution
TD Bank
The Premium Club

'47 Brand, Inc.
A Murphy Inc.
A&A Window Products, Inc.
ABM Janitorial Services
ABSOLUT Vodka
Accomplice
All Metals Industries, Inc.
Allen & Gerritsen
American Refrigeration Company, Inc.
Ames Boston Hotel and Copley Square Hotel, Benchmark Hospitality
Ben Campbell
Bill Galatis
BluJay Solutions
Boston Athletic Association

Boston Globe
Boston Herald
Bulens Family Foundation
Burke Distributing Corporation
Cabot Corporation
Canby Dautel
Choate Hall & Stewart LLP
Christian Megliola
Citius Printing & Graphics, LLC
Consigli Construction Co., Inc.
Consulting Engineering Services
Cramer Productions
Daktronics, Inc.
Diversified Construction Group
Donna McGrath
Drizly
E.G. Sawyer Company, Inc.
East Boston Savings Bank
Elkus Manfredi Architects
EMCOR Facilities Services, Inc.
ESPN

First Republic Bank / Kate Avallone
Foley Hoag LLP
Foundation To Be Named Later
Fusion Promo
Gilbane
Gold Associates
Goodwin Procter LLP
Goulston & Storrs PC
Gridiron Club of Greater Boston
Grinnell Mechanical
Grossman Marketing Group
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Horizon Beverage Company
HP Hood LLC
J&M Brown Company
John Moriarty & Associates, Inc.
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Jones Lang LaSalle
KONE Corporation
LAN-TEL Communications, Inc.
LeMessurier.
Lexington Toyota Inc.
Lightower Fiber Networks
Madison Printing
Mass Squash Association
Mavens & Moguls LLC
Michael Walenta
Millennium Partners
Neighborhood Health Plan
New England Development
New England Flag and Banner
New England Regional Council of Carpenters
New Hampshire Motor Speedway
Norway Savings Bank
Pasek Corporation
Pernod Ricard USA
Peter Aldrich & The Baseball Crazies
Pine Tree Seafood & Produce Co.
Propark America
Richard Johnson
Risman Insurance Agency, Inc.
Rusty Sullivall
Samuel Adams / Boston Beer Company
Santander
Securitas Security

Seyfarth Shaw LLP
Siemens
Skanska USA
Sleepnet Corporation
Stephen J. Wessling Architects, Inc.
Sweeney Drywall
Sylvania Lighting Solutions (OSRAM)
The Agganis Family
The Coca-Cola Company
The D'Alelio / Lawlor Family - Dunkin' Donuts
The Denenberg Realty Group, Inc.
The Fours
The Highland Street Foundation
The Kagan Family
The Langham, Boston
The Manganaro Family
The Preston Family
The TJX Companies, Inc.
The Zammuto Family
Trans National Group
Transwestern Consulting Group
Traveler Beer Company
UG-2
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