



THE
TRADITION
THE SPORTS MUSEUM

WEDNESDAY, NOVEMBER 20, 2019
TD GARDEN

THE 18TH ANNUAL



2019 HONOREES

Schedule of Events

6:00 PM: Gala Reception

7:45 PM: Award Ceremony

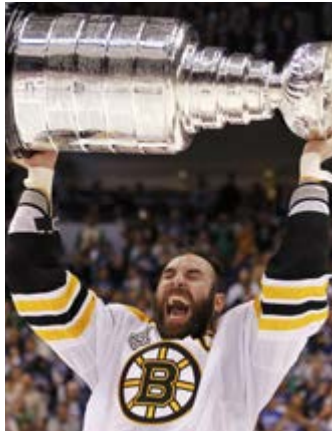
9:15 PM: Dessert Reception

Event Information

The Tradition is a gala reception like no other. For the past 18 years, The Sports Museum has honored a wide variety of sports legends such as Bill Russell, Ted Williams, Jack Nicklaus, Martina Navratilova, Pedro Martinez, Red Auerbach, Larry Bird, Ray Bourque, Doug Flutie, Cam Neely, Aly Raisman, John Hannah, Nancy Kerrigan, Shaquille O'Neal, and many more! The Class of 2019 is a fitting continuation of that line.

The evening begins with a gala reception where attendees can mix and mingle with one another as well as the Boston sports legends in attendance. The reception is followed by a talk show-style award ceremony where our hosts sit down with our honorees and their presenters to discuss behind the scenes stories you will not hear anywhere else.

By sponsoring and underwriting event costs, you ensure that a larger percentage of proceeds can benefit at-risk kids in the Boston area through The Sports Museum's educational programming while also supporting our other mission-based activities.



Zdeno Chara
Hockey Legacy Award



Manny Ramirez
Baseball Legacy Award



Paul Silas
Basketball Legacy Award



Ben Crenshaw
Golf Legacy Award



TBD
Legacy Award



TBD
Football Legacy Award



2019 Sponsorship Opportunities

LEGACY AWARD SPONSOR

\$15,000

ONLY SIX (6) AVAILABLE

- Ten (10) Tier 1 tickets, food and beverage included
- Five (5) VIP Parking Passes
- Private pre-program meet & greet for your group with the honoree for chosen Legacy Award which will include one (1) photo and one (1) autograph per guest
- Exclusive placement of company name/logo on TD Garden's HDX scoreboard during the presentation of the chosen Legacy Award
- Premium placement of company name/logo on TD Garden's HDX scoreboard during the event
- Company name/logo on www.sportsmuseum.org event page linking to your website
- Mention in social media posts regarding the event and e-newsletters which are sent out to The Sports Museum's database
- Company name/logo in all event collateral materials, including press releases and marketing materials
- Full page, custom designed advertisement in The Tradition Tribute Book



GALA RECEPTION SPONSOR

\$12,500

ONLY ONE (1) AVAILABLE

- Ten (10) Tier 1 tickets, food and beverage included
- Five (5) VIP Parking Passes
- Exclusive placement of company name/logo on all gala reception cocktail tables
- Premium placement of company name/logo on TD Garden's HDX scoreboard during the reception
- Company name/logo on www.sportsmuseum.org event page linking to your website
- Mention in social media posts regarding the event and e-newsletters which are sent out to The Sports Museum's database
- Company name/logo in all event collateral materials, including press releases and marketing materials
- Full page, custom designed advertisement in The Tradition Tribute Book





2019 Sponsorship Opportunities

DESSERT RECEPTION SPONSOR \$12,500

ONLY ONE (1) AVAILABLE

- Ten (10) Tier 1 tickets, food and beverage included
- Five (5) VIP Parking Passes
- Exclusive placement of company name/logo on all dessert reception cocktail tables
- Premium placement of company name/logo on TD Garden's HDX scoreboard during the event
- Company name/logo on www.sportsmuseum.org event page linking to your website
- Mention in social media posts regarding the event and e-newsletters which are sent out to The Sports Museum's database
- Company name/logo in all event collateral materials, including press releases and marketing materials
- Full page, custom designed advertisement in The Tradition Tribute Book

SPORTSTOWN SUMMER SPONSOR \$8,500

The Tradition - Gold Sponsorship (Value: \$5,500)

- Ten (10) Tier 2 tickets, food and beverage included
- Two (2) VIP Parking Passes
- Full page, custom designed advertisement in The Tradition Tribute Book
- Company name on TD Garden's LED ring during the event

Celebrity Golf Classic - Eagle Sponsorship (Value: \$3,800)

- One (1) foursome with a preferred celebrity at The Sports Museum Celebrity Golf Classic at Andover Country Club
- Company name/logo listed on www.sportsmuseum.org event page linking to your website
- One (1) hole sponsorship, with company name/logo on signage at the hole

Red Sox Ticket Package (Value: \$800)

- Four (4) Field Box Seats to a Red Sox home game (seats are on the third baseline, several rows up from the field)





2019 Sponsorship Opportunities



GOLD SPONSOR **\$5,500**

- Ten (10) Tier 2 tickets, food and beverage included
- Full page, custom designed advertisement in The Tradition Tribute Book
- Company name on TD Garden's LED ring during the event



EVENT SPONSOR **\$3,500**

- Ten (10) Tier 3 tickets, food and beverage included
- Company name on TD Garden's LED ring during the event
- Company name listed in The Tradition Tribute Book



INDIVIDUAL TICKETS **\$350**

TRIBUTE BOOK ADS

Back Cover	\$3,000
Inside Front or Back Cover	\$2,500
Full Page	\$2,000
Half Page	\$1,250
Quarter Page	\$750



FOR MORE INFORMATION

Please contact Maria Kangas at 617-624-1232 or mkangas@sportsmuseum.org

