



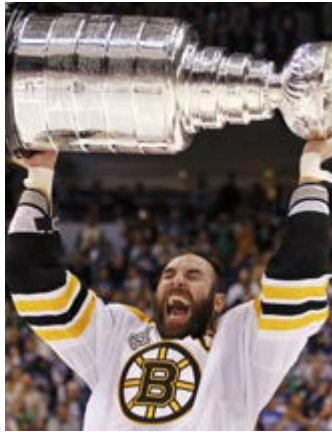
THE  
**TRADITION**  
THE SPORTS MUSEUM

**WEDNESDAY, NOVEMBER 20, 2019**  
**TD GARDEN**

## THE 18TH ANNUAL



# 2019 HONOREES



Zdeno Chara  
Hockey Legacy Award



Manny Ramirez  
Baseball Legacy Award



Paul Silas  
Basketball Legacy Award



Ben Crenshaw  
Golf Legacy Award



Matt Light  
Football Legacy Award



TBD  
Legacy Award

## 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.



## 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](http://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](http://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](http://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](http://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](mailto:mkangas@sportsmuseum.org)