



THE
TRADITION

THE SPORTS MUSEUM

PRESENTED BY



new balance

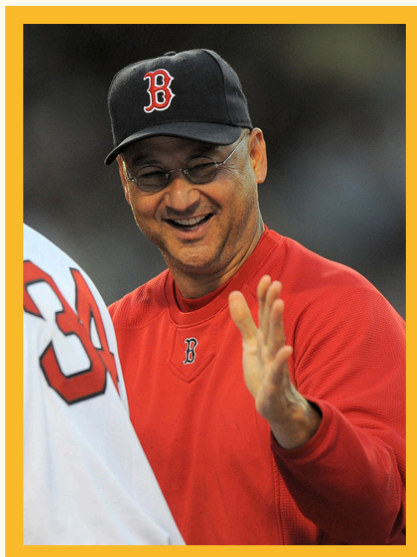
WEDNESDAY, NOVEMBER 20, 2024
TD GARDEN

THE 23RD ANNUAL TRADITION

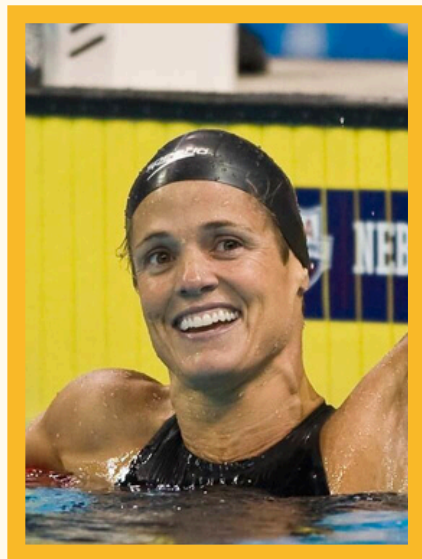
2024 HONOREES



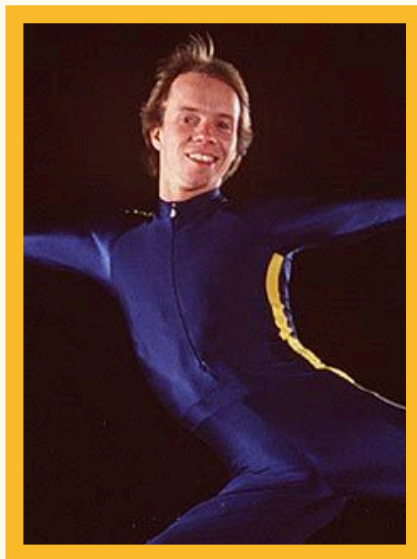
Rob Gronkowski
Football Legacy Award



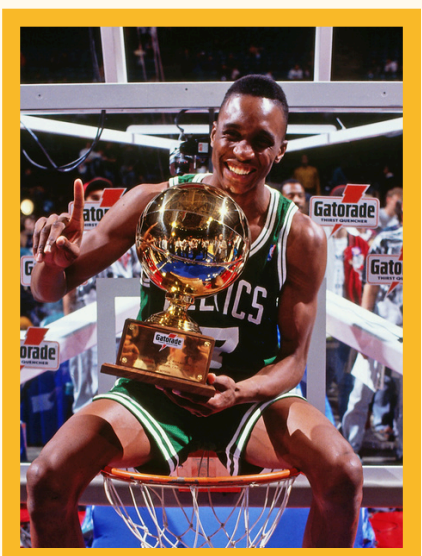
Terry Francona
Baseball Legacy Award



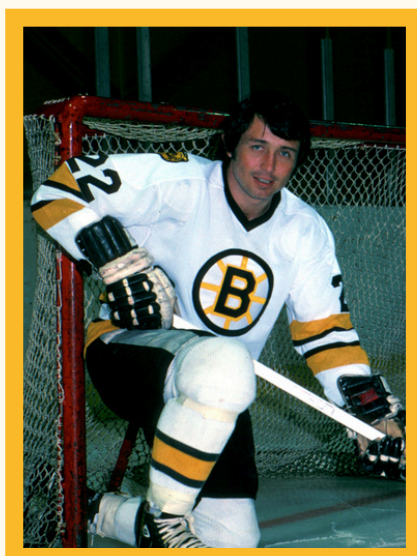
Dara Torres
Swimming Legacy Award



Scott Hamilton
Figure Skating Legacy Award



Dee Brown
Basketball Legacy Award



Brad Park
Hockey Legacy Award

Schedule of Events

6:00PM: Gala Reception

7:45PM: Award Ceremony

9:30PM: Dessert Reception

Event Information

The Tradition is the annual celebration of sports in Boston and a fundraising gala unlike any other. Since 2002, The Sports Museum has been privileged to honor a host of sports legends at the event, including **Bill Russell, Ted Williams, David Ortiz, Martina Navratilova, Jack Nicklaus, 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 2024 is a fitting continuation of that line.

The night will start with a cocktail reception on the arena floor where guests can mix and mingle with one another while enjoying an open bar and great food. Following the cocktail reception, there will be a talk-show-style program where all honorees will share in-depth and personal stories about their careers that 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 Greater Boston Area through The Sports Museum's educational programming while also supporting our other mission-based activities.



2024 Sponsorship Opportunities

GALA RECEPTION SPONSOR

\$12,500

ONLY ONE (1) AVAILABLE

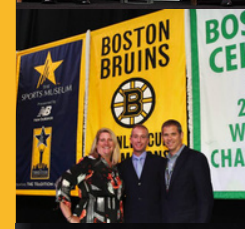
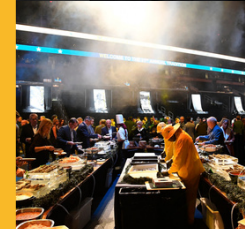
- Ten (10) Tier 1 tickets, food and beverage included
- Five (5) VIP Parking Passes
- Exclusive placement of company name/logo on all gala reception cocktail tables
- Premium placement of company name/logo on TD Garden's HDX scoreboard during the event
- Thirty (30) 30-second ads in ten (10) Tradition telecasts on NESN (3 ads per telecast)
- Company name/logo on 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

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 tables
- Premium placement of company name/logo on TD Garden's HDX scoreboard during the dessert reception
- Thirty (30) 30-second ads in ten (10) Tradition telecasts on NESN (3 ads per telecast)
- Company name/logo on 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 Musuem'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





2024 Sponsorship Opportunities

SPORTSTOWN SUMMER SPONSOR \$9,000

The Tradition - Gold Sponsorship (VALUE: \$6,000)

- 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: \$4,200)

- One (1) foursome with a preferred celebrity at The Sports Museum Celebrity Golf Classic at Renaissance Golf Club in Summer 2025
- Company name/logo listed on sportsmuseum.org event page
- One (1) hole sponsorship, with tee and green signage at the hole

Red Sox Game - Ticket Package (VALUE: \$800)

- Four (4) Field Box seats to a 2025 Red Sox home game

GOLD SPONSOR \$6,000

- 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 \$4,000

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

INDIVIDUAL TICKETS \$400

TRIBUTE BOOK ADS

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

FOR MORE INFORMATION

Please contact Rachel Locke at 617-480-4257 or rlocke@sportsmuseum.org