



THE  
**TRADITION**

THE SPORTS MUSEUM

PRESENTED BY

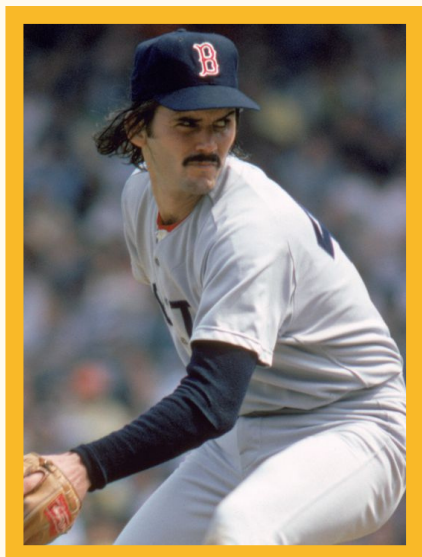


new balance

**WEDNESDAY, NOVEMBER 29, 2023**  
**TD GARDEN**

# THE 22ND ANNUAL TRADITION

## 2023 HONOREES



**Dennis Eckersley**  
Baseball Legacy Award



**Doc Rivers**  
Basketball Legacy Award



**Briana Scurry**  
Soccer Legacy Award



**Bob Sweeney**  
Hockey Legacy Award



**Dana White**  
Special Achievement Award



**TBD**  
Football Legacy Award

## Schedule of Events

**6:00PM: Gala Reception**

**7:45PM: Award Ceremony**

**9:15PM: 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 2023 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.



# 2023 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](https://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](https://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





# 2023 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 June 2024
- Company name/logo listed on [sportsmuseum.org](http://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 2024 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](mailto:rlocke@sportsmuseum.org)