



THE  
**TRADITION**

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THE SPORTS MUSEUM

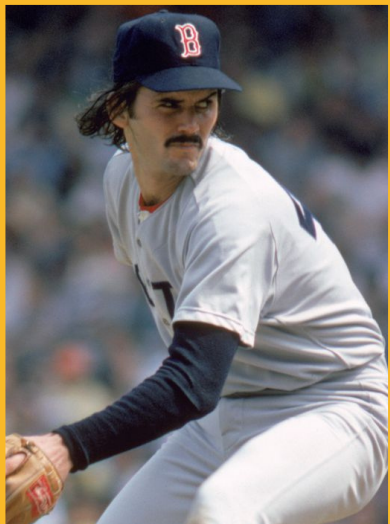
PRESENTED BY   
new balance

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



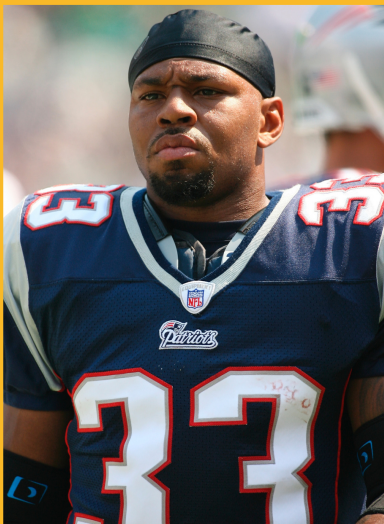
# THE 22ND ANNUAL TRADITION

## 2023 HONOREES



**Dennis Eckersley**

Baseball Legacy Award



**Kevin Faulk**

Football Legacy Award



**Doc Rivers**

Basketball Legacy Award



**Bob Sweeney**

Hockey Legacy Award



**Briana Scurry**

Soccer Legacy Award



**Dana White**

Special Achievement 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](https://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)

