



10TH ANNUAL THE TRADITION

The Signature Summer Celebration of Boston Sports

TUESDAY, JUNE 28, 2011 • 5:30PM

TD GARDEN ARENA FLOOR

2011 Honorees

LARRY BIRD - MICKY WARD
WILLIE O'REE - BOBBI GIBB
TY LAW - MIKE LOWELL



Presented By



In Association With



INDIVIDUAL TICKETS*

Reserved Seating Ticket - \$300 | General Admission Ticket - \$200

*All tickets include food, beverage, and Tradition gift

SPONSORSHIP PACKAGES

ASSOCIATE PRESENTING SPONSOR - \$25,000

VIP Tickets/Hospitality

- 20 \$300 Reserved Seating Tickets (food, beverage, and Tradition gift included)
- Corporate name on back of seats
- 5 VIP parking passes

Exclusive Exposure and Branding

- Exclusive placement of your logo (along with the logos for New Balance, NESN, TD Garden, and Cross Insurance but no other logos) in all Tradition press releases, marketing materials, and e-marketing materials
- Exclusive placement of your logo (along with the logos for New Balance, NESN, TD Garden, and Cross Insurance but no other logos) in Tradition event brochure
- Premium placement of your logo on the Garden HDX Scoreboard and the dynamic LED ring during the event

Exclusive Product Display

- Exclusive placement of a kiosk on the night of the event (along with 1-2 other kiosks) to display your company's products to the 1,000+ members of the Boston sports and business community in attendance*

Television Advertisements on NESN

- Thirty (30) 30-second ads on 10 NESN telecasts (3 ads per telecast) of hour-long special on The Tradition to air in July-August 2011

Museum Access

- 10 Individual Membership Cards for one-year access to The Sports Museum

*Note: Associate Presenting Sponsor responsible for kiosk decoration, personnel, and any special staging, lighting, or audio/visual requirements

THE SPORTS MUSEUM

All net proceeds benefit The Sports Museum, a 501(c)(3) non-profit educational institution

To become a sponsor or for more information, call 617-624-1237 or email rsullivan@dncboston.com



Honoring...



Larry Bird



Micky Ward



Willie O'Ree



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EXCLUSIVE GIFT SPONSOR - \$20,000

VIP Tickets/Hospitality

- 10 \$300 Reserved Seating Tickets to The Tradition (food, beverage, and Tradition gift included)
- Corporate name on back of seats
- 5 VIP parking passes

Premium Exposure and Branding

- Special recognition in Tradition event brochure
- Premium placement of your logo on the Garden HDX Scoreboard and the dynamic LED ring during the event

Exclusive Exposure on Tradition Gift

- Your logo prominently printed on the Tradition gift (along with logos of The Sports Museum and New Balance but no other logo) given to the 1,000+ members of the Boston sports and business community in attendance

EXCLUSIVE LANYARD SPONSOR - \$15,000

VIP Tickets/Hospitality

- 10 \$300 Reserved Seating Tickets to The Tradition (food, beverage, and Tradition gift included)
- Corporate name on back of seats
- 5 VIP parking passes

Premium Exposure and Branding

- Special recognition in Tradition event brochure
- Premium placement of your logo on the Garden HDX Scoreboard and the dynamic LED ring during the event

Exclusive Exposure on Tradition Lanyard

- Exclusive placement of your logo (along with logos of The Tradition and/or The Sports Museum but no other logo) printed on the lanyard worn by the 1,000+ members of the Boston sports and business community in attendance

Museum Access

- 10 Individual Membership Cards for one-year access to The Sports Museum

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Honoring...



Bobbi Gibb



Ty Law



Mike Lowell



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— SIGNATURE SUMMER SPONSORSHIP - \$7,500 —

1 THE TRADITION AT THE GARDEN

VIP Tickets/Hospitality

- 10 \$300 Reserved Seating Tickets (food, beverage, and Tradition gift included)
- Corporate name on back of seats
- 5 VIP parking passes

Premium Exposure and Branding

- Special recognition in Tradition event brochure as "Gold Sponsor"
- Premium placement of your logo on the Garden HDX Scoreboard and the dynamic LED ring during the event

Museum Access

- 10 Individual Membership Cards for one-year access to The Sports Museum

2 THE GOLF TOURNAMENT AT ANDOVER

A foursome with a Boston sports celebrity at The Sports Museum Celebrity Golf Classic (August 22, 2011, Andover Country Club, Andover, MA)

3 THE RED SOX AT FENWAY

4 Field Box seats to a 2011 Red Sox home game (seats are on third base line, several rows from field)

— TRADITION GOLD SPONSORSHIP - \$5,000 —

VIP Tickets/Hospitality

- 10 \$300 Reserved Seating Tickets (food, beverage, and Tradition gift included)
- Corporate name on back of seats

Exposure and Branding

- Special recognition in Tradition event brochure as "Gold Sponsor"
- Premium placement of your logo on the Garden HDX Scoreboard and the dynamic LED ring during the event
- Premium placement of your personalized congratulatory message to honoree(s) of your choice on the Garden HDX Scoreboard, to be displayed multiple times during the gala event reception

Museum Access

- 10 Individual Membership Cards for one-year access to The Sports Museum

— TRADITION SILVER SPONSORSHIP - \$3,000 —

VIP Tickets/Hospitality

- 10 \$300 Reserved Seating Tickets (food, beverage, and Tradition gift included)
- Corporate name on back of seats

Exposure and Branding

- Special recognition in Tradition event brochure as "Silver Sponsor"
- Your name on the Garden HDX Scoreboard during the event

Museum Access

- 10 Individual Membership Cards for one-year access to The Sports Museum

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