TUESDAY, JUNE 19, 2018 | FENWAY PARK

COMMEMORATING 40 YEARS OF THE ASTROS, 5 YEARS OF THE BASE

CELEBRATING URBAN TALENT IS AMERICAN TALENT
The BASE, with its mission to shift the national mindset about what it takes for urban black and Latino youth to succeed, will celebrate its milestone 5th anniversary year by bringing to life the promise and the exciting future of American urban talent at its annual BASE Ball.

**DATE:** Tuesday, June 19, 2018  
**VENUE:** Iconic Fenway Park  
**TIMING:** 6:00 pm-10:00pm  
- VIP Reception Begins at 5:30 pm  
- Guest arrival: 6:00 pm  
- Program atop of Red Sox Dugout: 6:30-7:15pm  
- Reception on the Grand Concourse + Fenway Experience: 7:15-10:00pm

**PROGRAM HIGHLIGHTS:**  
**Honoring 40 years of urban talent**  
**Recognizing early believers and extraordinary game changers in urban talent**  
**Imagining….and celebrating the future of urban talent**

**URBAN TALENT IS AMERICAN TALENT**
OUR VISION AND APPROACH

The BASE was founded in 2013 to shift the national mindset about what it takes for urban black and Latino youth to succeed.

We envision a world in which urban youth are recognized as our nation’s greatest untapped asset. At its core, The BASE methodology is rooted in values of excellence, resilience, respect and the belief in what’s possible. The powerful BASE model is comprised of three key components:

**THE BASEBALL ACADEMY**
Best-in-class, year-round baseball and softball training, conditioning, and competition.

**THE ACADEMIC INSTITUTE**
Resources designed to support youth through high school graduation and college or career training completion.

**THE TRAINING ACADEMY**
Comprehensive training in positive youth development, NCAA rules and regulations, social media, health screening, and injury prevention training for coaches and players.

URBAN TALENT IS AMERICAN TALENT
REASONS TO BELIEVE

OVER THE NEXT 5 YEARS:

• 5,000 STUDENT ATHLETES ANNUALLY

• $100+ MILLION in ACADEMIC SCHOLARSHIPS

• Over 200 COLLEGE GRADUATES

• 70% of College Graduates EMPLOYED

• The BEST Baseball & Softball Program in America!

SINCE 2013:

• 2 UNITED STATES BASEBALL CHAMPIONSHIPS

• 1,500 STUDENT ATHLETES ANNUALLY including 200+ YOUNG WOMEN

• $30+ MILLION in ACADEMIC SCHOLARSHIPS

• 237 HIGH SCHOOL GRADUATES who have MATRICULATED to college or career training and jobs

• 4,000+ STUDENTS and families engaged in The BASE COLLEGE & CAREER FAIRS, including 10-12 yr-olds!

• NATIONAL URBAN BASEBALL CLASSIC w/over 300 urban youth from 8+ cities

• 20 COLLEGE GRADUATES in 2018

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PARTNERSHIP OPPORTUNITIES

URBAN TALENT IS AMERICAN TALENT
### Ballpark Food Favorites

- Logo feature on ballpark jumbotron
- Sponsor signage at all food stations
- Feature logo in commemorative anniversary program book
- Recognition on event collateral (digital + print), website, social media
- Generous underwriting of ten (10) tickets for student athletes
- Twelve (12) VIP Pre-Game Reception and event tickets

**Investment: $50,000**

### VIP Pre-Game Reception

- Logo feature on ballpark jumbotron
- Sponsor signage at Pre-Game Reception
- Feature logo in commemorative anniversary program book
- Recognition on event collateral (digital + print), website, social media
- Generous underwriting of ten (10) tickets for student athletes
- Twelve (12) VIP Pre-Game Reception and event tickets

**Investment: $50,000**

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**Urban Talent is American Talent**
FENWAY BATTING CAGE EXPERIENCE

- Recognition on ballpark jumbotron
- Sponsor signage at batting cages
- Logo in commemorative anniversary program book
- Recognition on event collateral (digital + print), website, social media
- Generous underwriting of eight (8) student athletes
- Ten (10) VIP Pre-Game Reception and event tickets

INVESTMENT: $25,000

THE BASE COMMEMORATIVE UNIFORMS

- Recognition on ballpark jumbotron
- Printed logo on commemorative uniforms
- Logo in anniversary program book
- Recognition on event collateral (digital + print), website, social media
- Generous underwriting of eight (8) student athletes
- Ten (10) VIP Pre-Game Reception and event tickets

INVESTMENT: $25,000

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**JUMBOTRON CONTENT**

- Recognition on ballpark jumbotron with space for special message
- Logo in commemorative anniversary program book
- Recognition on event collateral (digital + print), website, social media
- Generous underwriting of eight (8) student athletes
- Ten (10) VIP Pre-Game Reception and event tickets

**ASTROS/BASE HISTORICAL PHOTO RETROSPECTIVE**

- Recognition on ballpark jumbotron
- Sponsor signage at photo retrospective
- Logo in commemorative anniversary program book
- Recognition on event collateral (digital + print), website, social media
- Generous underwriting of eight (8) student athletes
- Ten (10) VIP Pre-Game Reception and event tickets

**INVESTMENT: $25,000**
GRAND CONCOURSE VISIBILITY

In addition to:
- Listing in commemorative anniversary program book
- Listing on event collateral (digital + print), website, social media
- Two (2) VIP Pre-Game Reception tickets
- Eight (8) Game-Time tickets

INVESTMENT: $10,000

JUMBOTRON VISIBILITY

In addition to:
- Listing in commemorative anniversary program book
- Listing on event collateral (digital + print), website, social media
- Two (2) VIP Pre-Game Reception tickets
- Eight (8) Game-Time tickets

INVESTMENT: $10,000
DUGOUT SPONSORSHIP

In addition to:
- Sponsor signage at dugouts
- Listing in commemorative anniversary program book
- Listing on event collateral (digital + print), website, social media
- Two (2) VIP Pre-Game Reception tickets
- Eight (8) Game-Time tickets

INVESTMENT: $10,000

LOGO ON LIVE AUCTION PENNANTS

Partner logo to be printed on pennants given to each guest for use in live auction. In addition to:
- Listing in commemorative anniversary program book
- Listing on event collateral (digital + print), website, social media
- Two (2) VIP Pre-Game Reception tickets
- Eight (8) Game-Time tickets

INVESTMENT: $10,000

URBAN TALENT IS AMERICAN TALENT
“URBAN TALENT IS AMERICAN TALENT”

COMMEMORATIVE HATS AND SHIRTS

- Sponsor signage at t-shirt display stations
- Sponsor logo on t-shirt sleeve, back of hat
- Listing in commemorative anniversary program
- Listing on event collateral (digital + print), website, social media
- Two (2) VIP Pre-Game Reception tickets
- Four (4) Game-Time tickets

INVESTMENT: $5,000

BASE BIGGEST FANS - LISTING IN COMMEMORATIVE ANNIVERSARY PROGRAM

In addition to:

- Two (2) VIP Pre-Game Reception tickets
- Four (4) Game-Time tickets

INVESTMENT: $10,000
To secure your sponsorship, please contact Mechilia Salazar at The BASE

msalazar@thebase.org or 617-442-7700

www.thebase.org

THANK YOU!