



FRIENDS OF BASEBALL'S

# Swing for the FENCES

September 24, 2020  
— SAVE THE DATE —



#SWINGFORTHEFENCES

## Join Us September 24th for Our Virtual Gala

To our biggest Friends of Baseball fans,

Please **SAVE THE DATE** for our Swing for the Fences Virtual Gala. This year's event will be a little different than previous years as we will be hosting a Virtual Event. Though we will not be selling individual tickets – the event is free to attend – we will still be offering premium benefits to recognize our sponsors' investment in our work.

Though we will be online, we will bring the same community-powered energy and deliver on our values of having fun, creating opportunity, and being bold to support the needs of children in our community.

As we started 2020, our organization was in our strongest position ever. And just like any well thought out game plan, 2020 brought a series of challenges that dramatically changed the landscape for our work.

The impact of COVID-19 on our communities spread swiftly and without much warning or time to prepare. One day, our program mentors were handing out our kits for the last day of winter programs, the next day, schools closed and our spring and summer programs subsequently cancelled.

Over 1,000 youth at 15 different sites are missing the chance to experience the life lessons from our after school and summer programs – but we know that this is just a small piece of how youth in our communities are being impacted.

The pandemic happening at the same time as a renewed fight for social justice has swept across our nation underscores the importance of our work to prioritize resources and programming for youth of color in our community. For Black youth in particular, lack of access can be visibly seen on baseball and softball diamonds across our region despite Black ballplayers' long legacy of significant and historic contributions to the game. Additionally, 2020 is the centennial of Negro League Baseball, making this work a moral imperative with Black players making up only 8% of Major League Baseball rosters..

**This is why this year's Swing for the Fences gala is more important than ever.**

Our annual event is our largest source of funding for our after school and summer programs. Your ongoing investment in our work will allow us to return to Fall programs – modified to support current health and safety requirements – to support youth in our community.

We are thrilled to again have the support of repeat sponsors who have gone to bat for us each year and are just a little under halfway to our goal with commitments.

**Help us bring Full Count back to school this Fall,**



FULL COUNT is now  
**FULL COUNT RBI**

an affiliate of Major League  
Baseball's RBI program

Jason Dailey  
Friends of Baseball Board President

Sarah Coakley  
Board Gala Committee Chair



VIRTUAL  
INTERACTIVE  
GALA



# SWING FOR THE FENCES

A BENEFIT FOR FULL COUNT AFTER SCHOOL & SUMMER PROGRAMS

## SPONSOR OPPORTUNITIES

### TITLE

- ▶ Title sponsor recognition in online, day of event marketing, and virtual event tools
- ▶ Commercial or video on Gala event website; shown during event pre-show
- ▶ Premium home catering options available including beer and wine
- ▶ Opportunity to include brand item in VIP Fan Kits
- ▶ Up to 25 VIP Fan Kits distributed in advance of event to your key guests joining virtually

**\$20,000**

### HALL OF FAME

- ▶ Presenting sponsor recognition in online, day of event marketing and virtual event tools
- ▶ Commercial or video on Gala event website; shown during event pre-show
- ▶ Premium home catering options available including beer and wine
- ▶ Opportunity to include brand item in VIP Fan Kits
- ▶ Up to 25 VIP Fan Kits distributed in advance of event to your key guests joining virtually

**\$10,000**

### MVP

- ▶ Supporting sponsor recognition in online, and virtual event tools
- ▶ Named sponsor of game, event, or activity during event
- ▶ Custom home catering options available, including beer and wine
- ▶ Up to 15 VIP Fan Kits distributed in advance of event to your key guests joining virtually

**\$5,000**

### CY YOUNG

- ▶ Recognition in online marketing and logo included in virtual event
- ▶ Named sponsor of game, event, or activity during event
- ▶ Beer and wine home delivery option available
- ▶ Virtual Event mention
- ▶ Up to 10 Fan Kits distributed to your place of business or home

**\$2,500**

### GOLD GLOVE

- Company logo on event/auction website and displayed in event
- Up to 10 Fan Kits delivered to your place of business or home

**\$1,500**

### CAN'T SPONSOR THIS YEAR?

- Consider a LIVE challenge match or pledge to directly support FOB program youth!

**Starting at \$500**



**WE ENHANCE CHILDREN'S LIVES  
THROUGH BASEBALL'S POWER TO TEACH**



For sponsorships, contact Nova Newcomer at [nova@friendsofbaseball.org](mailto:nova@friendsofbaseball.org) or visit <http://www.friendsofbaseball.org/swingforthefences.html>