



2012 RUN-WALK TO HOME BASE AT FENWAY PARK

Presented by



new balance.

RUN-WALK
to



RED SOX
FOUNDATION



MASSACHUSETTS
GENERAL HOSPITAL

2012 Run to Home Base Sponsorship Opportunities

www.runtohomebase.org



Mission & Services

The Red Sox Foundation and Massachusetts General Hospital Home Base Program provides clinical care and support services to New England-area service members, veterans and families affected by combat stress or traumatic brain injury – injuries that affect as many as 30% of veterans returning from the current conflict. We offer education for the community and clinicians on these “invisible wounds of war” and conduct research in the understanding and treatment of post-traumatic stress and traumatic brain injury. The Home Base Program is a philanthropic partnership between the Red Sox Foundation and Massachusetts General Hospital.

The Home Base Program serves as a successful model for private-public collaboration; a source of new communication and education; and a leader in finding and implementing new treatments for combat-related stress disorders and traumatic brain injury (TBI).





4 Elements of the Home Base Program

The Red Sox Foundation and Massachusetts General Hospital Home Base Program includes 4 key elements:

- **Confidential Evaluations and Clinical Care** for service members and veterans with Traumatic Brain Injury and combat stress or PTSD
- **Family Support Services** for loved ones of affected veterans to help them more effectively support their veteran
- **Community Education** for clinicians, clergy, social workers, and educators to increase awareness of these increasingly common injuries and treatment options
- **Cutting-edge Research** leading to more effective diagnosis and treatment of these highly complex wounds





2012 Run-Walk to Home Base: Overview

The Run-Walk to Home Base is a unique 9K (5.6 mile) fundraising run and a 3-mile fundraising walk through Boston ending with the unforgettable experience of crossing “home base” (plate) at historic Fenway Park. While Fenway Park celebrates it’s 100th birthday in 2012, this will be the 3rd Run-Walk to Home Base.

- **Date:** Sunday, May 20, 2012
- **Course:** Start and Finish Line at America’s Most Beloved Ballpark
- **Participants:** Up to 4,000 Runners and Walkers and an estimated 20,000 friends and family members who will cheer on the Run-Walk participants from the stands at Fenway. Runners must be 16 years of age or older; can be any age.
- **Activities:** The event also includes entertainment, a military appreciation area where the public will create care packages for military members in Iraq and Afghanistan, and many other family-fun activities, all in the concourses of Fenway Park.
- **For Video of Last Year’s Run :** Please visit www.runtohomebase.org





Media Coverage and Branding

The Run-Walk to Home Base generates significant media coverage and branding throughout New England. The following is a sample of our 2011 media coverage and promotional efforts:

- **NESN:** Over 600 ad units and numerous in-game interviews and post-Run news stories
- **Other TV:** Coverage on major networks (WHDH, WCVB, FOX25, WGBH, NECN, WGBY)
- **WEEI Radio:** Over 200 ad units and numerous mentions during Dennis-Callahan show
- **Other Radio:** Radio interviews throughout New England on over 12 stations, including WBZ
- **Print/On-Line:** Articles in over 12 major regional publications, including several in the Boston Globe; articles posted on a large variety of websites. \$50,000 worth of print and online advertising in the Boston Globe and boston.com
- **National:** MLB Network; CoolRunning.com, Competitor magazine, several military websites
- **Social Media/Email:** Home Base, Mass General and Red Sox assets fully utilized; regional bloggers; 40+ web calendar listings; significant internal outreach within and to Mass General and Red Sox Nation lists; tens of thousands of emails to a variety of runner, military lists and business lists; Red Sox player tweets
- **Individual Donors:** Over 2,300 participants are communicating to 40,000+ donors whom support their fundraising efforts
- **Other:** Boston Duck Boat ads/signs; Boston Marathon street team; Simon Malls night; tens of thousands of flyers distributed to a variety of locations and at outreach events





They Served Us. Now We Can Serve Them.

The Run-Walk to Home Base offers your company a chance to salute America's heroes through an event that does more than thank them for their sacrifice. As a sponsor of the 2012 Run-Walk to Home Base, you will be providing our wounded veterans and their families with the vital support services they need *and have earned*.

The father of a 23-year-old Marine sought help from the Home Base Program. During his deployment, the son was involved in a number of fire fights, as well as rescue and recovery operations of wounded and dead soldiers. He was also exposed to at least two IED blasts that resulted in a traumatic brain injury.

Shortly after the son returned home, he began to experience symptoms of severe PTSD including intermittent explosive anger, alcohol and marijuana abuse, flashbacks of traumatic experiences, nightmares, depression and suicidal thinking. Further, his traumatic brain injury made it extremely difficult to concentrate and focus on his work and impaired his reasoning and both short- and long-term memory. The young Marine was frightened and confused, and he felt isolated from his family and friends. However, like many young service members, he kept his struggles hidden from his military superiors, and the medical personnel on the base. Only his parents knew how deeply troubled he was.

The father contacted the Home Base, and asked for help in connecting his son with both mental health and traumatic brain injury services. The young man started coming to Home Base for individual treatment, while his parents met with their Family Team clinician. They received emotional support, education and counseling about PTSD, TBI, substance abuse, and most important - how to make their home and social environment support their son's recovery.





Prior Sponsors and Partners of the Run-Walk to Home Base

Presenting Sponsor:





Grand Slam Sponsor

\$50,000

Pre-Race Day:

- Company Logo on Run-Walk marketing collateral (brochure, posters, program)*
- Logo on Run-Walk to Home Base website home page and sponsor page
- Logo on sponsor recognition email to runners prior to event

On Race Day:

- Category exclusivity
- One (1) 10 x 20 Expo area in Fenway Park Concourse
- Full page acknowledgement in the Run-Walk program
- Ten (10) signs with company logo throughout race course
- Ten (10) complimentary Run-Walk entries
- Opportunity to include giveaway in participant gift bags
- Logo featured on 4,000 Run-Walk to Home Base jerseys
- Logo on Jumbotron throughout event
- Two (2) complimentary parking passes

*Logo inclusion and usage to be dependent upon RSF/MGH approval





Home Run Sponsor

\$25,000

Pre-Race Day:

- Company Logo on Run-Walk marketing collateral (Brochure, posters, program)*
- Logo on Run-Walk to Home Base website home page and sponsor page
- Company logo on sponsor recognition email to runners prior to event

On Race Day:

- One (1) 10 x 20 Expo area in Fenway Park Concourse
- Half page ad in Run-Walk program
- Four (4) signs throughout race course
- Five (5) complimentary Run-Walk entries
- Opportunity to include giveaway in participant gift bags
- Logo featured on 4,000 Run-Walk to Home Base jerseys
- Logo on Fenway Park Jumbotron throughout event
- One (1) complimentary parking pass

*Logo inclusion and usage to be dependent upon RSF/MGH approval





Gold Glove Sponsor



\$10,000

Pre-Race Day:

- Name recognition on Run-Walk marketing collateral brochure, posters, program)
- Company logo on Run-Walk to Home Base website

On Race Day:

- Quarter page ad in Run-Walk program
- Two (2) signs throughout race course
- Two (2) complimentary Run-Walk entries
- Company Name on 4,000 Run-Walk to Home Base t-shirts
- Company Name on the Jumbotron during event





Family Fun Zone Sponsor

Family Fun Zone area to consist of kids' activities such as face painting, coloring, balloon animals, etc

\$25,000

Pre-Race Day:

- Company Name recognition on Run-Walk marketing collateral (brochure, posters and program)*
- Company logo on Run-Walk to Home Base website home page and sponsor page
- Company logo on sponsor recognition email to runners prior to event

On Race Day:

- One (1) 10 x 10 Expo area in Fenway Park Concourse
- Quarter page ad in the Run-Walk program
- Two (2) signs throughout Family Fun Zone and race course
- Five (5) complimentary Run-Walk entries
- Company Logo featured on 4,000 Run-Walk to Home Base jerseys
- Logo on Fenway Park Jumbotron throughout event
- One (1) complimentary parking pass

*Logo inclusion and usage to be dependent upon RSF/MGH approval





Exhibition Booth

\$2,500

Pre-Race Day:

- Company name Name on Run-Walk marketing collateral (brochure, flyers, program)
- Company name listing on Run-Walk to Home Base website sponsor page

On Race Day:

- One (1) 10 x 10 Expo area in Fenway Park Concourse
- One (1) banner on race course
- Name on Fenway Park Jumbotron during event





Corporate Team

Large Corporate Team:

Company receives following deliverables if agrees to form a corporate team consisting of at least 20 fundraising runners and/or walkers and \$5,000 cash. Each fundraising runner/walker must commit to raise at least \$1,000.

On Race Day:

- Quarter page ad in the Run-Walk program
- Two (2) signs throughout race course
- Company name featured on 4,000 Run-Walk to Home Base jerseys
- Company name on Jumbotron during event



Small Corporate Team:

Company receives following deliverables if agrees to form a corporate team consisting of at least 10 fundraising runners and/or walkers and \$5,000 cash. Each fundraising runner/walker must commit to raise at least \$1,000.

On Race Day:

- Company name featured on 4,000 Run-Walk to Home Base jerseys
- Company name on Jumbotron during event

*Logo inclusion and usage to be dependent upon RSF/MGH approval and must be received by April 10, 2012.





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Thank you

