

**SOME PEOPLE TALK
ABOUT THEIR DREAMS**

**HERE'S A
CHANCE TO
LIVE YOURS**

**SEPTEMBER
3, 2019**

**ABCD HOOP DREAMS
FOR ONE NIGHT ONLY AT THE
EXCLUSIVE BOSTON CELTICS'
AUERBACH CENTER**

ABCD HOOP DREAMS SPONSORSHIP KIT





THE EXPERIENCE

AUERBACH CENTER



SEPTEMBER 3, 2019

You've driven past it on the Pike and always wondered what was happening inside.

Your mind's heard the sneakers squeaking, basketballs pounding and the barks and whistles of coaches deciding who plays, who sits and who's caught the eye (or ire) of the Celtics' brass watching from above.

You could only imagine what it would be like to bring your game to the **Auerbach Center** court – to have a chance to catch the eyes of coaches Doc Rivers and Brad Stevens, and Hall of Fame hoop journalist Bob Ryan.

Imagine no more.

Now, for one time only, you have the exclusive opportunity to play on that court where the Celtics practice in a charity tournament that pits your company's team against your corporate competitors.

And after you've sunk those shots to beat your rivals, you can relax upstairs with a light dinner and a private Q&A with Rivers, Stevens and Ryan.

But what's the best thing about this unique evening? Your participation helps disadvantaged teens through your support of ABCD's youth programs.

Your special night on the court playing out your dreams fosters countless *new* dreams in neighborhoods across the city.





EVENT HOSTS

PLAY LIKE A PRO, WITH THE PROS.

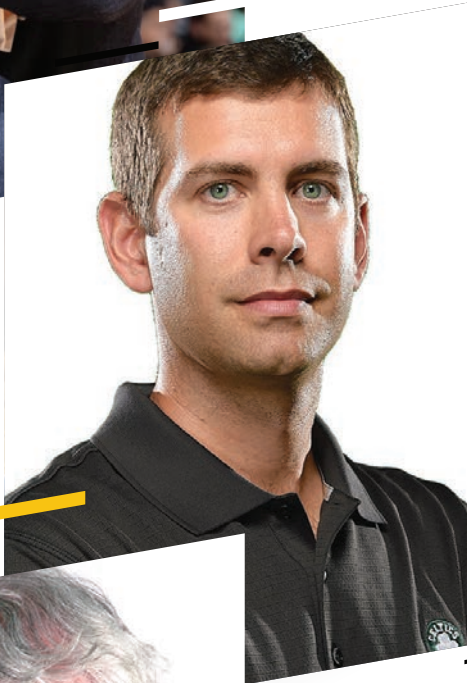
DOC RIVERS | LA CLIPPERS COACH

Former Celtics coach Doc Rivers co-founded ABCD Hoop Dreams. Now head coach of the LA Clippers, he returns once again to co-host the event. He was inducted into ABCD's Hall of Fame in 2018 for his longtime support of Boston's youth. Coach Rivers guided the Celtics to the 2008 NBA championship and has won close to 900 NBA games since he began coaching 20 years ago. During the 13 seasons prior to that, he played for the Atlanta Hawks, LA Clippers, New York Knicks and San Antonio Spurs.



BRAD STEVENS | BOSTON CELTICS COACH

Since he started watching game tapes before kindergarten, Celtics Coach Brad Stevens knew his life would be about basketball. He set high school records for scoring and steals, and was a college Academic All-American nominee three times. He molded those playing experiences with a love for teaching and puzzle solving into a coaching acumen that would clear his path to the parquet. He brought the Butler Bulldogs to two NCAA title games and has led the Celtics to the playoffs every year since his second season in Boston.



BOB RYAN | BOSTON GLOBE SPORTSWRITER

Journalist and ESPN commentator Bob Ryan is a co-founder of Hoop Dreams and has been an active supporter of ABCD for over 35 years. He covered the Celtics full time for 13 of his 44 years at the Boston Globe which included 29 Final Fours, 20 NBA Finals, 18 major PGA golf tournaments, six Ryder Cups, 10 Super Bowls and 11 Olympic Games. He's won lifetime achievement awards from the Associated Press and PEN/ESPN, and his writing has produced 12 books and inclusion in four Halls of Fame.





YOU INSPIRE



EMPOWERING TOMORROW'S LEADERS

ABCD programs help our city's youth build a strong foundation so they can move forward, create positive change in their community and achieve their full potential for a successful future.

Your participation in ABCD Hoop Dreams makes our youth programs possible:

■ CAREER EXPLORATIONS

Preparation for careers in healthcare, early childhood education or culinary arts through professional training, mentoring, paid internships and more.

■ GET STARTED

Encouraging interest in a career in early childhood education developed through paid internships, college courses, and the chance to interview for a position with ABCD Head Start.

■ WORKSMART

Throughout the school year, Boston high school students get ready for the future through **career readiness** development and a paid, supervised internship.

■ FUTURE PROTECTORS INITIATIVE

Introductions to careers in law enforcement, government, firefighting or the medical field while earning a paycheck and gaining experience.

■ SUMMERWORKS

Firsthand work experience gained while earning income, exploring a career path, and making lasting friendships and connections.

■ YOUTH ENGAGED IN ACTION (YEA!)

13-year-olds gain **financial awareness** and learn about careers, leadership and civic engagement while earning priority admission status to ABCD's SummerWorks program.



WHY IT MATTERS

Results are overwhelmingly positive.

Participants **earn income while developing relevant skills**, and positive attitudes after working in their communities, and are more likely to consider college. In 2018:

- **Over 550** youth employed.
- **Over 70,000 workhours** invested in the community.
- **150** private, public and non-profit organizations participating.
- **\$853,163** into Boston neighborhoods through wages to low-income youth in ABCD's SummerWorks program.



BECOME A SPONSOR



TEAM SPONSOR | \$10,000



A team of up to 16 players and the opportunity to play at the Auerbach Center, the Celtics' state-of-the-art practice facility



Access for team players to the VIP post-game party and Q&A



Recognition of sponsorship in the welcome book, website, and marketing materials.



2 dedicated LinkedIn mentions

1 page ad in the welcome book



Company logo on lobby LED ring



Complimentary food and soft drinks at the Q&A



Custom ABCD Hoop Dreams jerseys with your company name on the back*



Viewing and picture opportunity with the Championship Trophy

*Must sign up by June 30, 2019



PLAYER JERSEYS | \$5,000

Company name/logo on the front of 250 player jerseys

Recognition of sponsorship in the welcome book, on event website, and on thank you materials

Access for 5 people to the VIP Post-game party and to view the Championship Trophy



VIP POST-GAME PARTY | \$3,500

Deliver welcoming remarks at the exclusive Q&A with Doc Rivers, Brad Stevens and Bob Ryan

Company name/logo on VIP post-game party signage

Recognition of sponsorship in the welcome book and on event materials

Access for 5 people to the VIP post-game party and to view the Championship Trophy

THANK YOU TO OUR PAST SPONSORS 2011 - 2018:



2019 EVENT CHAIR

Nick Varano

Owner & CEO, The Varano Group

Thank you for your participation!



abcdhoopdreams.org