

2020 marks the 10th Anniversary of the David Ortiz Children's Fund, the nonprofit organization that David Ortiz founded to help low-income children suffering from congenital heart disease. Upon learning how many families face the impossible choice of paying for their child's heart surgery or feeding the rest of their family, David launched this organization to ensure as many children who need heart surgeries in New England and the Dominican Republic receive the best cardiac care possible.

Join David Ortiz and the Boston Red Sox for a special celebration of 10 years of the David Ortiz Children's Fund benefiting low-income children with heart disease.

THE CAMPAIGN:

Since its inception in 2010, the David Ortiz Children's Fund has saved the lives of more than 1,300 children, and provided surgical support, screening, and treatment for thousands more. This fall, we invite all of David's friends and partners from every moment in his career to celebrate his achievements in protecting some of the most vulnerable children and families, and to help him raise critical funds to kick off the next 10 years of helping kids in need.



THE DETAILS:

Dates: September 16 - October 12, 2020
(34 days!)

Activities: Daily promotions celebrating DO from his partners, friends, and fans, including:

- A socially distanced celebration of David's accomplishments during one 2020 Boston Red Sox Game. David will share the accomplishments of the Children's Fund during the game, along with stories of kids he has helped, and invite fans to help contribute to the next 10 years



- Daily special product promotions, in-store and virtual events, with proceeds benefiting the David Ortiz Children's Fund
- A 34-day online auction featuring special memorabilia and experiences celebrating Big Papi
- A culminating 1st Annual David Ortiz Heart Classic golf tournament at Braeburn Country Club, featuring David and his celebrity friends playing with 100 lucky golfers and enjoying a special celebratory dinner



HOW CAN MY COMPANY GET INVOLVED?

- Host a virtual event, with a percentage of sales benefiting the Children's Fund. For example, EnMotive is hosting the first ever Big Papi Virtual Run where registrants can receive exclusive David Ortiz gear, fun race swag, and a Big Papi medal for participating
- Create a custom Big Papi item for your online store, with a percentage of item sales benefiting the Children's Fund
- Host an in-store event, with a percentage of sales of one item or one day's sales benefiting the Children's Fund
- Run a social media promotion, where for every engagement during your promotion, funds to benefit the Children's Fund

For more information or questions, please contact:

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SPONSORSHIP OPPORTUNITIES

MVP (\$50,000 - one available)

- David will host a virtual event with your team

Grand Slam Sponsors (\$10,000 - only 5 available)

- Two (2) tickets to a 2021 Red Sox home game with a meet and greet with David, access to watch batting practice, and an MVP tour of Fenway Park
- Thanks to your company during David's celebratory Red Sox game remarks
- David will do a featured IG story of your promotion/event, plus one (1) social media post across all of his channels (including the DOCF's channels – total audience over 2.5M)
- Offer featured on the top portion of the campaign website

Home Run Sponsors (\$5,000 guaranteed contribution)

- Signed David Ortiz baseball
- Four (4) tickets to October 5th Campaign Celebratory Dinner following the David Ortiz Heart Classic with a meet & greet with David
- David will publish a social media post of your promotion/event across his channels (including Children's Fund channels)
- Offer featured in Home Run Sponsor portion of campaign website

Designated Hitters (\$2,500 guaranteed contribution)

- Video message for your team from David
- David will include your promotion/event in campaign messaging on his social media channels (including Children's Fund channels)
- Offer featured in Designated Hitter Sponsor portion of campaign website

Pinch Runners (\$1,000 guaranteed contribution)

- David will include your promotion/event in campaign messaging on his social media channels (including Children's Fund channels)
- Offer featured in Pinch Runner Sponsor portion of campaign website