

For Love of the Game

January 28, 2017



Our signature pre-season event, *For Love of the Game* is the Foundation's biggest program fundraiser and social event for friends and supporters of Cal Baseball. The evening begins with the VIP reception in the Memorial Stadium Club Room, high atop the stadium with amazing views of San Francisco Bay. The reception includes an opportunity to meet Bay Area sports dignitaries and featured Cal baseball alums. Dinner and entertainment immediately follows, including a "fireside" conversation featuring a Bay Area baseball great, and a chance to bid on several exclusive experiences in an exciting live auction.

Event Sponsorship Options



Blue & Gold Sponsor.....\$10,000

- 8 tickets for Dinner and VIP Reception
- Prime table location
- 4 Flex Ticket Books for the 2017 Season
- 1 Season parking pass
- First Pitch recognition at one 2017 Home Game
- Recognition in marketing materials and event program
- Recognition on PA Announcement at 2017 Home Games

Gold Sponsor.....\$5,000



- 4 tickets for Dinner and VIP Reception
- 2 Flex Ticket Books for the 2017 Season
- 1 Season parking pass
- Recognition in marketing materials and event program

Blue Sponsor.....\$2,500



- 2 tickets for Dinner and VIP Reception
- 1 Flex Ticket Book for the 2017 Season
- Recognition in marketing materials and event program

About the Cal Baseball Foundation, Inc.

The Cal Baseball Foundation, Inc., is a 501(c)(3) non-profit public benefit corporation formed in 2010. Our mission is to ensure the permanent existence of a top-tier intercollegiate baseball program at the University of California, Berkeley. The Foundation is designated by the University as an official support group.

The Foundation was established initially to serve in the limited role as the fiscal agent for the baseball program's Annual Golf Tournament. Following the University's announcement of the program's elimination in 2010, the Foundation assumed additional responsibility to successfully secure the Program's reinstatement.

The Save Cal Baseball Campaign raised funds for a term endowment to ensure the continuation of the Baseball program through, at minimum, the FY2018-19 season. Following the Program's reinstatement in April 2011, the Foundation submitted to the Chancellor a business plan to generate annual program revenues to extend the life of the term endowment.

Our goals are to minimize the draw on the Save Cal Baseball endowment fund by increasing annual fund raising and game-day revenue; to implement facilities improvements, including field lights and a video scoreboard, and to establish a long-term endowment for the Baseball Program to replace the Save Cal Baseball term endowment.

The Foundation Board of Directors consists of six major donors to the Save Cal Baseball fund, seven former Cal Baseball players representing each of the decades from 1970 to the present, and seven at-large members representing the Cal Baseball community. The non-voting members include a Chancellor's representative, the Cal Athletic Director or his/her designee, and the Head Baseball Coach.



Sponsorship Form

Thank you for supporting Cal Baseball! Please select and pay for your sponsorship package on-line at www.calbaseballfoundation.org/sponsorships or mail this form and payment to:

Dan Deaver, Cal Baseball Foundation, 3470 Mt. Diablo Blvd, Suite A-110, Lafayette, CA 94549

Once we receive your completed form, the Cal Baseball Foundation will contact you to discuss event arrangements, sponsorship benefits, and recognition.

CONTACT INFORMATION:

Company Name

Contact Person

Contact E-mail Address

Contact Phone Number

Address

City/State/Zip Code

PERFECT GAME VALUE PACKS

___ \$20,000 Grand Slam Sponsor Pack

___ \$15,000 Home Run Sponsor Pack

___ \$10,000 Triple Play Sponsor Pack

RALPH WALKER CUP EVENT SPONSOR

___ \$10,000 Diamond Sponsor

___ \$5,000 Golden Bear Sponsor

___ \$2,500 Blue Sponsor

___ \$350 Tee/Green Sponsor

FOR LOVE OF THE GAME EVENT SPONSOR

___ \$10,000 Blue & Gold Sponsor

___ \$5,000 Gold Sponsor

___ \$2,500 Blue Sponsor

EVANS DIAMOND BANNER SPONSOR

___ \$7,500

PAYMENT INFORMATION:

— Please send me an invoice

— I have enclosed a check made payable to the Cal Baseball Foundation

— Please charge my credit card

Card Type: VISA / MC / AmEx / Discover

Card Number

Expiration Date

Security Code

Cal Baseball Foundation, Inc.

Tax ID No. 27-3544183

\$ _____
Total Sponsorship Cost

Signature

Date