

A SALUTE TO
JOHNNY
HOLLIDAY
40 Years of Broadcasting Excellence



Gala Committee

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Gary Lenet, Co-Chair
Elaine Pevenstein, Co-Chair
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Dear Friend of Maryland Athletics:

Johnny Holliday has been at the broadcast mic for the University of Maryland's men's basketball and football teams for 40 years, along the way casting his play-by-play magic over teams coached by Lefty Dreisell, Gary Williams and Mark Turgeon, Jerry Claiborne, Bobby Ross and Ralph Friedgen, more than 1,200 games in all. The resume of Maryland's iconic voice includes 12 bowl games, 10 Sweet Sixteen contests, two Final-Fours, and the 2002 NCAA basketball championship victory over Indiana, when he famously proclaimed that "the kids have done it!"

On Tuesday, November 12, at the BWI Marriott Hotel, the Babe Ruth Birthplace Foundation and the Sports Boosters of Maryland will host a gala *Salute to Johnny Holliday: 40 Years of Broadcasting Excellence*. Many UMD athletes and coaches, along with fellow broadcasters and members of Johnny's production crews are expected to participate, including Gary Williams, Mark Turgeon, Chris Knoche, Greg Manning and Brett Bessell.

The evening will also celebrate Johnny's outstanding career as one of America's premiere Top 40 DJ's (he co-hosted the Beatles last live performance in America at Candlestick Park) and his distinguished 12-year association with the Washington Nationals providing pre-and-post-game coverage.

The event will benefit the Babe Ruth Birthplace Foundation's mission and its renewed efforts to create a new state sports museum and the Sports Boosters of Maryland, which has contributed annually to local children's causes since 1950. A donation will also be made to one of Johnny's charities.

A modest investment (see attached materials for sponsor benefits) will guarantee your spot for this *must see* tribute to the Terps legendary broadcaster. And the early-November timing could not be better as Maryland men's basketball kicks off what should be an historic run to championship glory.

Thanks for your interest, support, and your continued devotion to the unique tradition of Maryland sports.

A handwritten signature in black ink, appearing to read 'Barry P. Gossett'.

Barry Gossett
Babe Ruth Birthplace Foundation

A handwritten signature in black ink, appearing to read 'Gary Lenet'.

Gary Lenet
Sports Boosters of Maryland

A handwritten signature in black ink, appearing to read 'Elaine Pevenstein'.

Elaine Pevenstein
Babe Ruth Birthplace Foundation

A SALUTE TO
JOHNNY
HOLLIDAY



SPONSORSHIP PACKET

A SPECIAL GALA TRIBUTE

NOVEMBER 12, 2019 6:30PM TO 9:00PM
AT THE BWI MARRIOTT

40 YEARS OF BROADCASTING EXCELLENCE

A SALUTE TO JOHNNY HOLLIDAY *40 Years of Broadcasting Excellence*

"The kids have done it!" proclaimed Johnny Holliday Bobbitt at the pinnacle of his broadcasting career at the University of Maryland. The date was April 1, 2002, and his Terrapins had just captured their first NCAA men's national basketball championship. Johnny was in his 24th season as the voice of Maryland men's basketball and football, long enough to suffer the tragic ramifications of Len Bias, and to behold the confident swagger of the Bobby Ross era, and the meteoric rise of Hall of Fame coach Gary Williams.

17 years later, we will gather to salute Johnny Holliday, now in his 41st season behind the Maryland microphone. But we also celebrate the full career of our iconic broadcaster, from his top-40 DJ days in San Francisco, where he co-hosted the Beatles final American concert at Candlestick Park in 1966, to his work with dozens of college and professional football and basketball teams, the Olympics, the Masters Golf Tournament, and his 12-year stint of pre and post-game coverage with the Washington Nationals.



SPONSORSHIP AMENITIES

\$15,000 PRESENTING SPONSOR

- 10 event tickets
- 10 tickets to the VIP reception
- Priority program seating with celebrity guest*
- Full page color ad in program book
- Logo on front of program book
- 3 autographed balls
- Commemorative event poster signed by Johnny Holliday
- On-Air mentions where applicable
- Company name/logo displayed as presenting sponsor in media announcements, event signage, social media, and on the Babe Ruth Museum and Sports Boosters websites.

\$5,000 PRIMETIME SPONSOR

- 10 event tickets
- 4 tickets to the VIP reception
- Priority program seating with celebrity guest*
- 1/2 page ad in program book
- 2 autographed balls
- Commemorative event poster signed by Johnny Holliday
- Company name/logo displayed on event signage, social media, and on the Babe Ruth Museum and Sports Boosters websites.

\$2,500 PLAY-BY-PLAY SPONSOR

- 10 event tickets
- 2 tickets to the VIP reception
- Priority program seating
- 1/4 page ad in program book
- Logo on front of program book
- 1 autographed ball
- Commemorative event poster signed by Johnny Holliday
- Company name/logo displayed on event signage, social media, and on the Babe Ruth Museum and Sports Boosters websites.

*Celebrity guests will be included in sponsors' allotted seating and are subject to availability

COMMITMENT FORM

SPONSOR INFORMATION

COMPANY NAME: _____

(As you would like it to appear in printed material)

MAIN CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

PHONE: _____ EMAIL: _____

PARTICIPATION LEVEL

(Check one to indicate your level of participation)

_____ \$15,000 Presenting Sponsor

_____ \$5,000 Primetime Sponsor

_____ \$2,500 Play-by-play Sponsor

_____ I am unable to attend but would like to make a donation to the Babe Ruth Birthplace Foundation / Sports Boosters of Maryland.

Amount: \$ _____

SPONSOR MATERIAL

Logo and ad due to: events@baberuthmuseum.org by Wednesday, October 16, 2019.

Please make checks payable to **Babe Ruth Birthplace Foundation, Inc.**

Contact Katie Dick at the Babe Ruth Museum: 410-727-1539 ext 3033 or

events@baberuthmuseum.org.

Signature: _____ Date: _____

THANK YOU FOR SUPPORTING LOCAL SPORTS HERITAGE!

PLEASE RETURN THIS COMMITMENT FORM TO:

Katie Dick, Salute to Johnny Holliday, Babe Ruth Birthplace Foundation, Inc.
216 Emory Street, Baltimore, Maryland 21230

Or contact Katie directly at the phone and/or email listed above, or fax to 410-727-1652