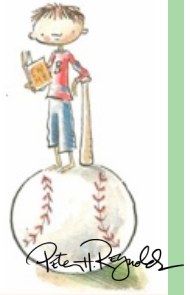




Boston, Books, & Baseball

EVERYBODY WINS METRO BOSTON
ANNUAL FUNDRAISER AT FENWAY PARK



We're on deck for the 6th annual Boston, Books & Baseball event at Fenway Park presented by Everybody Wins! Metro Boston, an organization that promotes literacy in Boston through their Power Lunch program. There are many different ways to get involved with this exciting event, the various sponsorship levels are outlined in the following pages.

ABOUT EVERYBODY WINS! METRO BOSTON:

A book, a child, a lunch hour. It makes for a great story.

In this day and age, when most lunches are spent in front of a computer, important calls are made while on the road and quality time is interrupted by a blackberry, let us introduce you to a fulfilling concept. Remember when you were a kid and reading was an integral part of the day? Not like now, when you might get a chance to read excerpts from the paper or a funny e-mail forward; remember when you could be swept away by a book? Pair that memory with a child who needs a mentor and a book whose story is just waiting to be told, and you've got Everybody Wins! Metro Boston (EWMB). EWMB is the Boston-based affiliate of Everybody Wins! USA; a national literacy and mentoring nonprofit organization that increases children's opportunities for success in school and in life through one-to-one reading experiences with caring adults. Everybody Wins! signature program, Power Lunch, is a lunchtime reading and mentoring program proven to improve reading skills and attitudes toward reading. Each week, corporate volunteers travel to local elementary schools during the lunch hour for one-to-one reading with students, promoting the skills and love of reading through reading aloud, sharing favorite stories, and talking about books.

MAJOR PLAYERS SO FAR IN '08

Boston Business Journal



The Boston Globe

FIDELITY
PRIME
SERVICES®

Target Analytics™
a Blackbaud Company

A.J. Wright

THE BOSTON COMPANY
ASSET MANAGEMENT, LLC



VINTAGE
GRAPHIC SOLUTIONS™



Pete H. Reynolds

Target Software
a Blackbaud Company



WAINWRIGHT
banking on Values

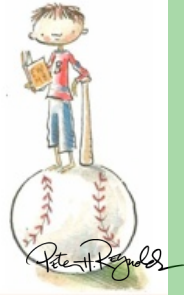
TRIPLE EIGHT VODKA
Product of Nantucket





Boston, Books, & Baseball

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ANNUAL FUNDRAISER AT FENWAY PARK



ABOUT BOSTON, BOOKS, & BASEBALL:

This event will bring together Boston heavy-hitters and celebrity book readers for a live auction, live band entertainment, fabulous food, complimentary cocktails and an incredible silent auction--all to benefit Everybody Wins! Metro Boston.

Thursday, November 20th

6 p.m. to 10 p.m.

State Street Pavilion

Fenway Park, Boston MA

VISIT www.EWMB.org FOR MORE INFORMATION

Every year we have an unbelievable silent auction with all funds going directly towards the Everybody Wins! Metro Boston initiative promoting literacy in Boston-area schools. This year, in addition to our silent auction we are auctioning off local celebrities to read their favorite childhood book to a classroom. We're currently scouting out the top New England area athletes, actors, chefs, musicians, politicians, comedians and news anchors. Here is a sampling of who we have thus far.



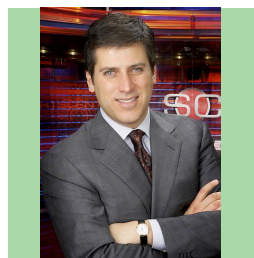
Event Host, **Billy Costa**
Co-host of Kiss 108fm's
Matty In The Morning
Show and Star of
NECN's TV Diner



Peter H. Reynolds
Author & Illustrator of
best-selling children's
books



Butch Stearns
Main Sports Anchor for
FOX-TV25



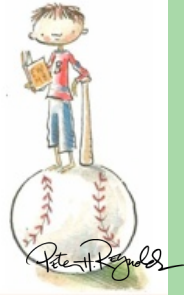
Steve Levy
ESPN's SportsCenter
Anchor and Reporter

Make sure to check event website often for additions to celebrity line-up & silent auction items.



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TOP TIER SPONSORSHIP LEVELS

Literacy Hall of Fame (Presenting Sponsor) - \$20,000

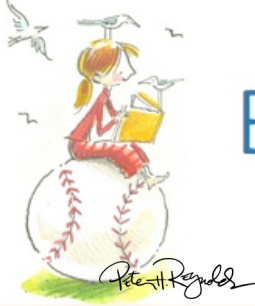
Premier branding opportunity: Co-branding with EWMB on all event materials, including company logo on print and e-invites, all pages of the event website, print advertisements, print and electronic event signage, solicitations for auction items, guest nametags at the event, all media releases and related activity.

- Center Stage speaking opportunity during event
- Prominent logo placement on all ads promoting the event in Boston Business Journal, Boston Globe, other possible print sponsors, radio sponsor and television sponsor
- Back cover advertisement of event program
- Personalized pre and post event e-mail message to attendees
- Logo display on Fenway Field Jumbotron
- Logo display on "Step-and-Repeat" during red carpet entrance
- Official acknowledgement with logo and link on event website
- Logo inclusion on all e-blasts promoting the event
- Skirted table with signage to meet & greet with attendees and showcase product and/or service
- Right of first refusal for 2009 event
- 25 VIP Reception tickets to meet & mingle with celebrity guests

Literacy Champion (VIP Reception Sponsor) - \$15,000

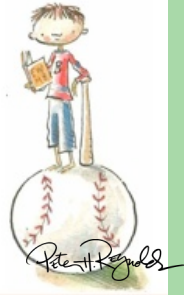
- Exclusive sponsor of VIP Reception
- Speaking opportunity during the reception
- Logo placement on all ads promoting the event in Boston Business Journal, Boston Globe, other possible print sponsors, radio sponsor and television sponsor
- Inside front cover advertisement in event program
- Personalized pre and post event e-mail message to VIP Reception attendees
- Logo display on Fenway Field Jumbotron
- Company name and logo inclusion on invitation, event program, website and media releases
- Exclusive logo display and link on VIP Reception page of event website
- Logo inclusion on all e-blasts promoting the event
- Exclusive 2' x 3' signage at VIP Reception, sampling and placement opportunities
- Logo display and link in post-event thank you to all attendees
- Skirted table with signage to meet & greet with attendees and showcase product and/or service
- Right of first refusal for 2009 event
- 15 VIP reception tickets to meet & mingle with celebrity guests





Boston, Books, & Baseball

EVERYBODY WINS METRO BOSTON
ANNUAL FUNDRAISER AT FENWAY PARK



SPONSORSHIP LEVELS CONTINUED

Literacy MVP - \$7,500

- Full-page advertisement in event program
- Company name included on all ads, invitation, event program & media releases
- Logo display on Fenway Field Jumbotron
- Logo display and link on sponsor page of event website
- Logo inclusion on all e-blasts promoting the event
- Logo display and link in post-event thank-you to attendees
- Skirted table with signage to meet & greet with attendees and showcase product and/or service
- 7 event tickets to meet & mingle with celebrity guests

Literacy All-Star - \$3,000

- 1/2-page advertisement in event program
- Company name on event program and media releases
- Logo display and link on sponsor page of event website
- Logo inclusion on all e-blasts promoting the event
- Mention in post-event thank-you to attendees
- Skirted table with signage to meet & greet with attendees and showcase product and/or service
- 5 event tickets to meet & mingle with celebrity guests

Literacy Slugger - \$1,500

- 1/4-page advertisement in event program
- Company name in event program
- Logo display with link on sponsor page of event website
- Logo inclusion on all e-blasts promoting the event
- Mention in post-event thank-you to attendees
- Skirted table with signage to meet & greet with attendees and showcase product and/or service
- 3 event tickets to meet & mingle with celebrity guests

Everybody Wins! Metro Boston (EIN: 52-2381764) is a charitable organization under section 501c3 of the Internal Revenue Service Code. Contributions are tax-deductible to the extent permitted by law.





Everybody Wins! Metro Boston
6th Annual Fundraiser & Networking Event
November 20, 2008

SPONSORSHIP AGREEMENT FORM

I/We wish to sponsor Boston, Books, & Baseball at the following level:

- Literacy Hall of Fame (Presenting Sponsor) - \$20,000
- Literacy Champion (VIP Reception Sponsor) - \$15,000
- Literacy MVP - \$7,500
- Literacy All-Star - \$3,000
- Literacy Slugger - \$1,500



CONTACT INFORMATION:

Company Name: _____
 Contact Name: _____
 Address: _____
 City, State, Zip: _____
 Telephone: _____ Fax: _____
 E-Mail: _____
 Signature: _____ Date: _____

PAYMENT INFORMATION:

- A check payable to Everybody Wins Metro Boston is enclosed
- Please send an invoice, payable 30 days after agreement is received by EWMB

Fax this form to 617.428.0160 OR Mail to:

Everybody Wins! Metro Boston
c/o Hollister, 75 State Street, 9th Floor
Boston, MA 02109

For additional information call 617.654.0259 or visit www.ewmb.org



THANK YOU FOR YOUR SUPPORT!

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