

JOIN THE BANKS GIVING BACK TEAM

We need a strong team to take home the win!

Help us help Heading Home win the battle against homelessness in Massachusetts.



Heading Home provides emergency shelter, transitional and permanent housing for children and adults experiencing homelessness in Massachusetts. In 2023, our Banks Giving Back Team helped raised \$298,000 in donations for the Heading4Home campaign.

This year, we're going to bat again, offering all Massachusetts banks the opportunity to **join our team and the Red Sox in supporting Heading Home.**

Heading Home

HEADING HOME 2023 WINS

2,070

people found comfort and support

1,128

of those supported were children

150

households left their homelessness behind

Your support makes all the difference. Make your donation now at HeadingHomeInc.org/MA-Banks



FOR MORE DETAILS, CONTACT:

Michelle Arnold, Head of Northern Experience, VP,
Northern Bank | MArnold@NBTC.com

Participating Banks will receive in-game exposure when they take advantage of the following donation packages:

AT BAT | \$250 to \$1,249 donated

- ▶ Bank name recognition in 2024
- ▶ Heading4Home campaign press release

BASE HIT | \$1,250 donated

- ▶ Two (2) in-park tickets to a Red Sox home game
- ▶ One (1) :30 second commercial — airs in-game for (5) Red Sox games on WEEI

BASES LOADED | \$5,000 donated

- ▶ One (1) :30 second commercial — airs in-game for (10) Red Sox games on WEEI
- ▶ One (1) ticket to watch the game live from the WEEI private suite at Fenway Park

GRAND SLAM | \$10,000 donated

- ▶ One (1) :30 second commercial — airs in-game for (10) Red Sox games on WEEI
- ▶ One (1) week feature as the exclusive sponsor of the First Strike Out in June
- ▶ Live interview during a Red Sox broadcast
- ▶ Two (2) tickets to watch the game live from the WEEI private suite at Fenway Park the night of the on-air check presentation from Massachusetts Banks

HEADINGHOMEINC.ORG