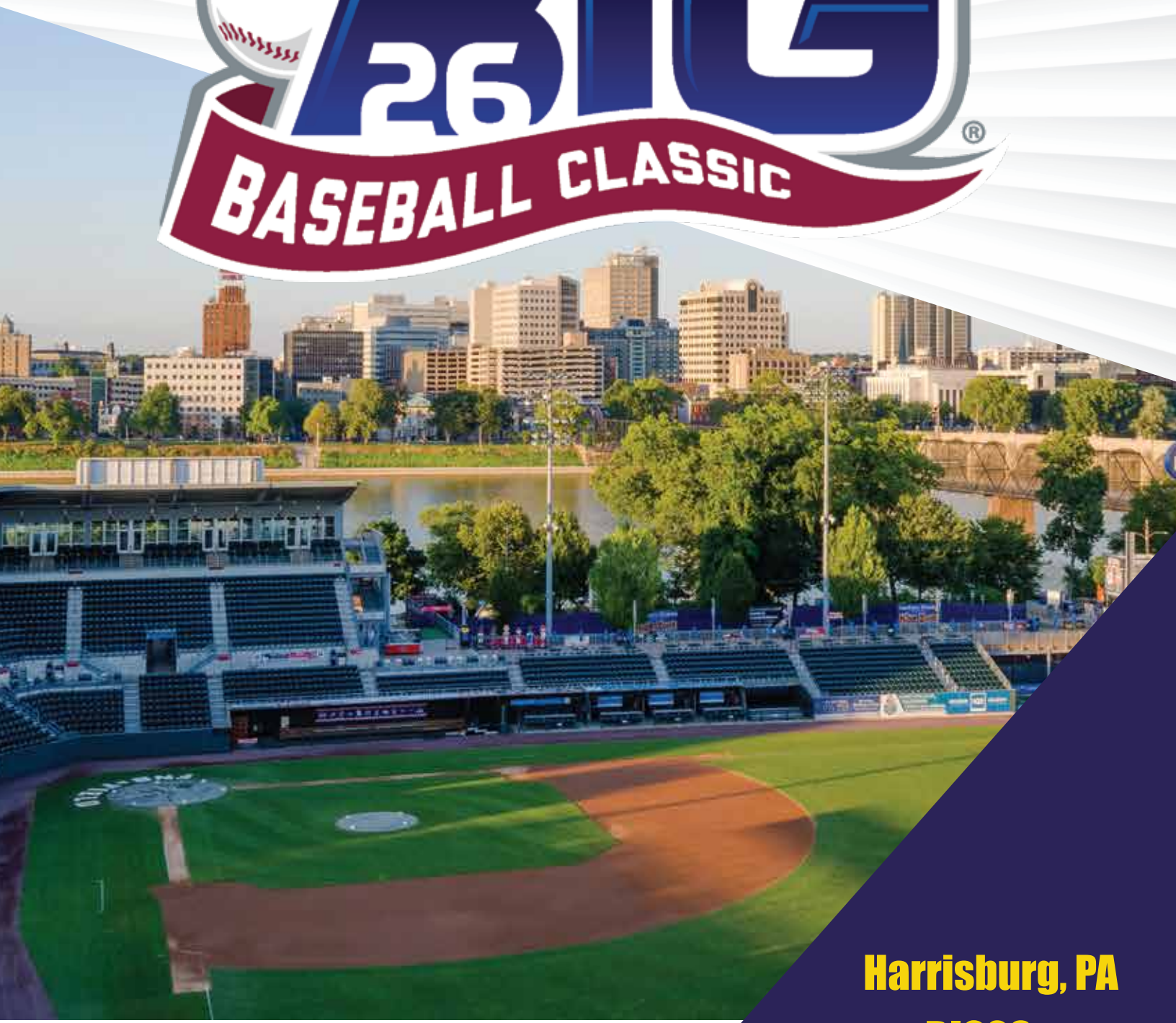
2026 BIG 26 BASEBALL CLASSIC®



PARTNERSHIP OPPORTUNITIES

All-Star High School Baseball
& Buddy Program
Pennsylvania Hosts Maryland

Harrisburg, PA

www.BIG26.com

July 30 - August 2

Sports Events

HERSHEY & HARRISBURG

ABOUT THE BIG 26

The Big 26 Baseball Classic® is an annual summer event featuring high school players entering their junior and senior years. Pennsylvania is the host team, with Maryland as its playing partner since the series originated in 2012. Rosters are built through a tryout process each spring. College coaches and pro scouts attend for player evaluations and recruiting, and the event is open to the public. The event takes place at FNB Field in Harrisburg and is owned and operated by the Hershey Harrisburg Sports & Events Authority, a division of Visit Hershey & Harrisburg (501c6 non-profit).

PLAY LIKE A PRO EXPERIENCE

From tryouts in the spring to game day, the Big 26 offers an inside look at what it means to compete, travel, and perform like a pro. Players live, eat, and travel together throughout the event.

BUDDY PROGRAM

Individuals ages 5-21 with physical and developmental challenges are paired with Big 26 players. Relationships forged through the Buddy Program are often carried beyond the event.

COMMUNITY INVOLVEMENT

Baseball fans of all ages are invited to the ballpark to cheer on their state's team. The Big 26 encourages participation in youth sports as an important component of community wellness.

WHY YOUR SUPPORT MATTERS

Your support will contribute to our mission of encouraging the highest levels of sportsmanship and excellence in high school baseball, and - through its Buddy Program - to offering a welcoming environment for athletic participation for children, teens, and young adults with physical and developmental challenges.

Lodging, meals, travel, full uniforms, t-shirts, hats, and more are included with each player's registration fee. Your support will help us offset these costs so we can continue to make them as affordable as possible while contributing to a lively game day experience for fans.

> Great experience and high level competition! The buddy game is awesome and the players are treated like pros.

> The buddy program was the best thing I have ever done. It changed my perspective of baseball and how much you can impact someone else's life just by being the person you are.

PROMOTE YOUR BRAND

Sponsor reach for the Big 26 Baseball Classic can impact at the state level and/or concentrate on a local demographic in different ways throughout the year based on sponsor goals.

+2,500 fans in attendance

+8,700 unique website visitors annually

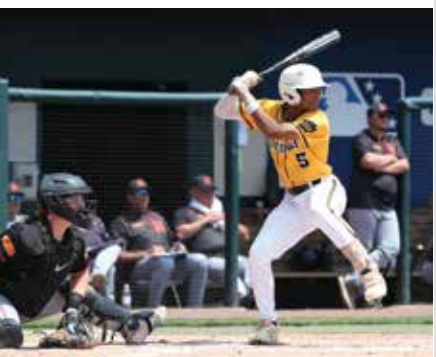
+1.2m annual views on social media

- Fans consist primarily of active families with school aged children in elementary through high school from PA & MD.
- Families in PA & MD with high school players graduating in 2027 or 2028.
- Families in PA & MD with children, teens, or young adults with physical and developmental challenges through the Buddy Program.
- We also interact with PA & MD high school baseball coaches and athletic directors, youth baseball leagues, college baseball coaches and scouts, and more.

SPONSORSHIP PACKAGES

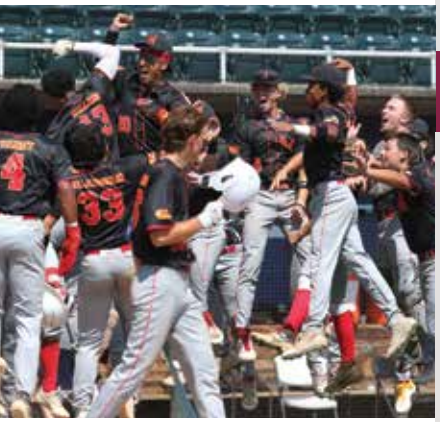
PRESENTING - $10,000 (1 available)

- 1-color company logo included in event logo and featured on team jerseys and t-shirts worn throughout the series
- Vendor space for one or more Big 26 games
- Marketing materials included in player bags
- Opportunity to address the crowd and/or throw the 1st pitch at one of the Big 26 games
- 30 second video on scoreboard 4x per game
- 15 second in-game readers by announcer with logo on scoreboard 3x per game
- Full page ad with premium placement in event program
- 100 complimentary game tickets
- Clickable ad for your company on the homepage of the website
- (3) company videos or graphics shared on Facebook and X
- (2) company videos or graphics shared on Instagram
- Invitation to share remarks at the press conference and name included in all press releases
- Logo placement on event program, sponsor scoreboard graphic, & website



UNIFORM - $5,000 (2 available)

- 1-color company logo included on either the PA or MD team jerseys worn throughout the series
- Vendor space for one or more Big 26 games
- Marketing materials included in player bags
- Opportunity to address the crowd and/or throw the 1st pitch at one of the Big 26 games
- 30 second video on scoreboard 2x per game
- 15 second in-game reader by announcer with logo on scoreboard 2x per game
- Full page ad in event program
- 50 complimentary game tickets
- (2) company videos or graphics shared on Facebook and X
- (1) company video or graphic shared on Instagram
- Invitation to share remarks at the press conference and company name included in all press releases
- Logo placement on event program, sponsor scoreboard graphic, & website



BUDDY - $5,000 (1 available)

- 1-color company logo placement on Buddy Program shirts worn by buddies
- Vendor space at the Buddy Game & picnic and one of the Big 26 games
- Opportunity to provide company volunteers to interact with Big 26 players, Buddies & their families during the Buddy Game & Picnic
- Marketing materials included in Big 26 player bags
- Opportunity to address the crowd and/or throw the 1st pitch at the Buddy Game on Thursday, July 30
- 30 second video on scoreboard 2x per game
- 15 second in-game readers by announcer with logo on scoreboard 2x per game
- Full page ad in event program
- 50 complimentary game tickets
- (2) company videos or graphics shared on Facebook and X
- (1) company video or graphic shared on Instagram
- Invitation to share remarks at the press conference and name included in all press releases
- Logo placement on event program, sponsor scoreboard graphic, & website

VIP - $3,500

Help us enhance the player and/or fan experience by bringing in a celebrity guest, such as a past or current professional baseball player, coach, analyst, etc.

- Opportunity for company employees to do a private meet and greet with celebrity guest. Quantity of participants and timing to be determined based on guest.
- Vendor space for up to two Big 26 games
- Marketing materials included in player bags
- 20 second video on scoreboard 2x per game
- 15 second in-game readers by announcer with logo on scoreboard 3x per game
- Quarter page ad in event program
- 30 complimentary game tickets
- (2) company videos or graphics shared on Facebook and X
- (2) company videos or graphics shared on Instagram
- Logo placement on event program, sponsor scoreboard graphic, & website

GOLD GLOVE - $2,500 (2 available)

- Vendor space for up to two Big 26 games
- Marketing materials included in player bags
- 20 second video on scoreboard 2x per game
- 15 second in-game readers by announcer with logo on scoreboard 3x per game
- Half page ad in event program
- 30 complimentary game tickets
- (2) company videos or graphics shared on Facebook and X
- (2) company videos or graphics shared on Instagram
- Logo placement on event program, sponsor scoreboard graphic, & website

NUTRITION - varies

We have more than 50 high school boys to feed throughout the 4-day event. Sponsor one meal or become the Big 26 nutrition sponsor to keep these athletes fueled and ready to compete throughout the event.

Nutrition Sponsor - $2,000 (1 available)

- Sign with company logo included at food distribution areas (does not include Buddy Game meal)
- 15 second in-game reader by announcer with logo on scoreboard 1x per game
- Half page ad in event program
- 20 complimentary game tickets
- (1) company video or graphic shared on Facebook and X
- (1) company video or graphic shared on Instagram
- Company name included in all press releases
- Logo placement on event program & website

Buddy Game Meal Sponsor - $1,000 (1 available)

- Quarter page ad in event program
- Sign with company logo included at food distribution area
- Logo placement on event program & website

Meal Sponsor - $500 (8 available)

- Sign with company logo included at food distribution area
- Logo placement on event program & website

UMPIRE - $1,500 (1 available)

- Vendor space for one Big 26 game
- 15 second in-game reader by announcer with logo on scoreboard 1x per game
- Quarter page ad in event program
- 20 complimentary game tickets
- (1) company video or graphic shared on Facebook and X
- (1) company video or graphic shared on Instagram
- Logo placement on event program & website

TRYOUT - $1,000 (2 available)

- 1-color company logo included on either the PA or MD tryout(s) shirts
- Vendor space at either PA or MD state tryout(s)
- Marketing materials included in player welcome bags
- Quarter page ad in event program
- 10 complimentary game tickets
- Logo placement on tryout graphics shared on social media event program, and website

ALL STAR - $1,000 (3 available)

- Vendor space for one Big 26 game
- Quarter page ad in event program
- (1) company video or graphic shared on Facebook and X
- (1) company video or graphic shared on Instagram
- Logo placement on event program & website

IN-KIND DONATIONS

See below for some in-kind donation ideas. We will provide recognition in the event program, website, and social media where applicable.

- Prizes such as gift cards, tickets, merchandise, etc that can be used in the Big 26 raffles and/or player giveaways
- Snacks & Gatorade for teams
- Giveaways for fans
- Photo booths, inflatable games, face painting, or other services that would be enoyed by players and/or fans at the
- games or Buddy Game picnic

2026 SPONSORSHIP FORM

Please complete the form below or contact Cortney Ranck-Cameron at cortney@hersheyharrisburg.org or 717-231-2989 for more information on sponsorship opportunities. We are happy to discuss a custom package that best aligns with your organization and business goals.

I would like to sponsor the 2026 Big 26 Baseball Classic at the following level:

___Presenting - $10,000

___Uniform - $5,000

- ___I prefer to sponsor PA
- ___I prefer to sponsor MD

___Buddy - $5,000

___VIP - $3,500

___Gold Glove - $2,500

___Nutrition

- ___Nutrition Sponsor ($2,000)
- ___Buddy Game Meal Sponsor ($1,000)
- ___Meal Sponsor ($500)

___Umpire - $1,500

___Tryout - $1,000

___All Star - $1,000

___In-Kind - Please describe the item or service you would like to offer below & we will follow up to confirm the accompanying sponsorship benefits:

_____

_____

Contact Information:

Contact: _____

Company: _____

Address: _____

Phone: _____ Email: _____

Please submit your completed form to Cortney Ranck-Cameron at cortney@hersheyharrisburg.org. Checks can be made payable to “Hershey Harrisburg Sports & Events Authority” and mailed to: 3211 N Front Street, Suite 301-B, Harrisburg, PA 17110