

Greg Kimberling, PGM GC  
Grand Secretary



TO: Board of Trustees, The DeMolay Foundation  
RE: Sponsorship of 2020 Shriners Hospitals for Children College Classic  
DATE: April 6, 2020

Trustees:

On behalf of DeMolay International, I want to thank you again for the grant that allowed us to sponsor the 2020 Shriners Hospitals for Children College Classic baseball tournament in Houston last month.

In addition to opportunities to strengthen our ties with our major partner, Shriners International, we gained the opportunity to repeatedly put the DeMolay brand and message in front of over 45,000 fans in the stadium over the weekend, and tens of thousands more who watched the tournament over the AT&T Sports cable network and the various Major League Baseball, Houston Astros, and Shriners online and social media platforms.

During the course of the tournament, we handed out over 1,000 brochures to prospective families and had countless conversations with interested families and Senior DeMolays who were in attendance. In addition to our booth in a prominent place on the concourse, we were able to have promotional segments on the Jumbotron, ribbon boards, field fencing, and a rotating sign behind home plate plus a full-page ad in the tournament program and sponsorship of the "dance cam" each game. During the "dance cam," 100% of the electronic signage in the entire stadium was branded for DeMolay. In many of the 9 games, this lasted for several minutes...we clocked the longest at almost 5 minutes. We also received prime billing during the headline games on Friday (Texas vs. LSU) and Saturday (Texas vs. Arkansas) with the IMC throwing out the first pitch and an on-field check presentation during the game, respectively.

During the weekend of the tournament and the week following the event, we saw a significant increase in the number of visits by first-time visitors to BeADeMolay.org, which is where all of our materials directed folks. This included an increase of connections from mobile devices as well as direct entry (as opposed to search results) which leads us to believe they are directly from the promotions at the tournament. A survey of game highlights available on social media also showed the home plate banner being prominently displayed in several of the videos, increasing the exposure for the brand beyond the tournament.

Unfortunately, many areas began to see shutdowns in fraternal operations in the weeks following the tournament, so we have not been able to track conversions of prospects that may have come in via the tournament yet. Hopefully that will be possible with the resumption of activities following the COVID-19 situation.