



**THURSDAY, JULY 25, 2024**  
**PABST THEATER, MILWAUKEE**  
VIP RECEPTION: SAINT KATE HOTEL

*BENEFITTING:*  
BREWERS COMMUNITY FOUNDATION,  
TEAM RWB AND VISIT MILWAUKEE



*FEATURING*

**SCOTTY MCCREERY**

**CHARLIE BERENS**

**AND OTHER SPECIAL GUESTS!**



# ABOUT THE EVENT

Christian Yelich and the Yelich family are proud to host their second annual “Home Plate” charity event. This year’s event will be a live concert that will take place on July 25, 2024 at the historic Pabst Theater in Downtown Milwaukee. The evening’s headliner is country music artist Scotty McCreery & Nicotine Dolls. Charle Berens and other special guests will also be performing. Prior to the concert, VIPs will join Christian and his Brewers teammates at a private & Post reception at the beautiful Saint Kate Hotel.

The 2024 Home Plate Charity Event will benefit two causes that are very important to the Yelich family: Visit Milwaukee and Team RWB. Your contribution to VISIT Milwaukee’s foundation gives scholarships to local youth studying the hospitality industry at Milwaukee area colleges and universities. As well, VISIT is establishing a new emergency relief fund for Milwaukee area small businesses beginning in late 2024. Your contribution to Team RWB will help support wellness programs for military veterans living in the Greater Milwaukee community.

The Yelich’s will be highlighting all things Milwaukee with having Milwaukee’s Top DJ - Shawna Nicols aka DJ Shawna, one of the best Chefs in Milwaukee Adam Pawlak providing an amazing culinary experience and a special comedic and musical performance to end the evening!



# EVENT BENEFICIARIES



About VISIT Milwaukee: VISIT Milwaukee creates economic impact and supports a stronger, more inclusive community by promoting the Greater Milwaukee area as a premier tourism destination. Initiatives include education and job training programs and disaster relief for Milwaukee-based, independent businesses. The Yelich family has chosen to support Visit Milwaukee! as part of their continued commitment to the Milwaukee community.



Team Red, White & Blue (Team RWB) is a nonprofit organization founded in 2010, dedicated to forging America's leading health and wellness community for veterans. Team RWB supports veterans in their health and wellness journey by providing real-life and virtual opportunities to build a healthier lifestyle. With over 200,000 members, Team RWB is a thriving community making a positive impact. The Yelich family has chosen to support Team RWB and military veterans because Christian's brother Cameron is a military veteran who served in the US Marine Corps.



Brewers Community Foundation harnesses the pride, passion and commitment of Brewers fans, players and other supporters to positively impact the lives of children and their families in Greater Milwaukee and Wisconsin.

Funding efforts shall strategically extend financial support to nonprofits that provide quality programming in the areas of health, education, recreation and basic needs, with a particular focus on low-income and disadvantaged youth and their families.

# STAR PERFORMANCE

## SCOTTY MCCREERY

Scotty McCreery has been a household name for nearly half his life, ever since making history in 2011 as both the first country artist and the youngest male artist of any genre to debut his first studio album, the Platinum-certified *Clear as Day*, at No. 1 on the all-genre Billboard Top 200 Albums chart. The 30-year-old has sold more than 4 million albums and achieved 5 consecutive No.1 hits: the RIAA Platinum-certified "Damn Strait," the RIAA Gold certified "You Time," the RIAA Gold certified "In Between," the RIAA Platinum certified "This is It," and the RIAA Triple Platinum certified "Five More Minutes." His current single "Cab in a Solo," which McCreery wrote with Frank Rogers and Brent Anderson, is from a forthcoming album due out in 2024.

The North Carolina native has earned one Triple Platinum, five Platinum and four Gold singles; one Platinum and two Gold albums; was named the ACM New Artist of the Year in 2011; won the CMT Music Award for Breakthrough Video of the Year ("The Trouble with Girls") in 2012; and BMI Awards for writing One of the Top 50 Country Songs of the Year five times (in 2015 for "See You Tonight," in 2018 for "Five More Minutes," in 2019 for "This is It," in 2021 for "In Between," and in 2022 for "You Time").

He was awarded Pandora Billionaire status in 2021 in recognition of his music achieving more than one billion streams on Pandora. His song "Five More Minutes" inspired two popular holiday movies which aired on the Hallmark Movies & Mysteries Network: "Five More Minutes" in 2021 and "Five More Minutes: Moments Like These" in 2022. He released his first book *Go Big or Go Home: The Journey Toward the Dream* in 2016. His most recent album is *Same Truck: The Deluxe Album*. This fall McCreery was inducted into the North Carolina Music Hall of Fame and was most recently invited to become a member of the Grand Ole Opry by Garth Brooks. The singer/songwriter married his high school sweetheart Gabi in 2018, and the couple had their first son Avery in October 2022. For more information, visit [ScottyMcCreery.com](http://ScottyMcCreery.com).



# STAR PERFORMANCE

## CHARLIE BERENS

Charlie Berens is a comedian, New York Times Best Selling Author, Emmy-winning journalist, musician and creator of the Manitowoc Minute. He creates weekly content for his various social platforms and has amassed over 9 million followers.

In 2017, Charlie began hosting his weekly comedic online news show, the Manitowoc Minute. Since then, Charlie's been creating Midwest-focused sketch comedy videos on his social media platforms. He's also traveled the country with three sold out stand-up comedy tours.

In 2020, Charlie paired up with Horseshoes & Hand Grenades alum Adam Greuel to release the music/comedy album, Unthawed. The album, which is a mixture of bluegrass, country and Charlie's comedy, hit #1 on the Billboard Bluegrass chart and #6 on the Bluegrass Comedy chart. The duo followed that up with Dive Bar Dinner in 2023, which also charted on the Billboard Charts.

Charlie's first book, The Midwest Survival Guide, was released in November of 2021 by William Morrow/Harper Collins and immediately became a New York Times Best Seller! ABC is currently developing a half-hour comedy based on the book. His Midwest Survival Guide Tour sold over 150,000 tickets!

2023 also saw the release of his first stand-up special, Charlie Berens: Midwest Goodbye.

Charlie just launched his very own brandy! Berens Old Fashioned Brandy is being produced by the Dancing Goat distillery and is in stores now!

Charlie hosts the Cripescast podcast where he interviews musicians, artists, comedians, creators and more to talk about their story and connections to the Midwest. Guests have included Nate Bargatze, Michael Yo, Kim and Penn Holderness, Jeff Foxworthy, and Roy Wood, Jr.

In addition to Cripescast, Charlie co-hosts the Bellied Up podcast w/ Myles the You Betcha guy. Every Thursday, Charlie and Myles belly up at a small town bar and take live callers from all over the Midwest and rest of the world.

Charlie is currently touring America on his Good Old Fashioned Tour!



# STAR PERFORMANCE

## THE NICOTINE DOLLS

Nicotine Dolls is a New York City based pop/rock band formed in 2017 with lead singer Sam Cieri, guitarist John Hays, bassist John Merritt, and drummer Abel Tabares. The band has been steadily releasing singles and EPs since 2019. The band has released a string of singles including "The Madness" and "Burning a Good Thing" throughout 2019, along with self produced music videos. They have built a devoted and strong base through their successful social media engagement. The bands most recent release, "What Makes You Sad," was able to garner over 19,000 pre-saves and opened at number five on the iTunes all genres chart. The band prides itself on there raw live shows. Nicotine dolls are the ones who stand outside smoking all night because they are too afraid to go inside but can't bring themselves to leave.



# EXPERIENCE MILWAUKEE



## ADAM PAWLAK

*Chef/ Owner - Egg & Flour Pasta Bar  
Hells Kitchen Season 19  
Super Chef Grudge Match 1*

Adam Pawlak was born and raised in Milwaukee Wisconsin. Growing up in an Italian family jump started his love of food and cooking from a very young age. Adam has worked in restaurants all over the city, ranging from classic American, Italian, international, and world cuisine. His specialty is high-end Italian cuisine with a lot of French influences. Working in different cities and traveling often, Adam learned techniques and influences from around the country.

Working through the ranks early on, Adam has had every position in the restaurant industry to inevitably bring him to owning multiple locations of his popular fast casual pasta bar, Egg & Flour. He also does high-end private classes, events, in home, and off-site corporate events for hire.

Adam hopes to take his skills and experiences to a fine dining destination of his own and show the case the beautiful skills and techniques he has acquired over his career.

**SHEPHERD EXPRESSES**

**BEST CHEF**

*2019,20,21,22*

**40 UNDER 40**

**RECIPIENT**

**HELLS KITCHEN**

**SEASON 19**

**FOOD NETWORK**

**SUPER CHEF**

**GRUDGE MATCH WINNER**



## SHAWNA NICOLS

Shawna Nicols, widely known as DJ Shawna, has marked her territory on both national and global stages. Previously a professional athlete, Shawna's journey was always underscored by an enduring relationship with music.

As her athletic career wound down, the allure of music was always there. Shawna swapped her sports gear for a turntable, creating a fresh crossroad of her dual passions: music and sports.

In addition to her role as Official DJ and Producer for the Milwaukee Bucks, her career highlights also include rocking the NBA Bubble as an official DJ, setting the rhythm for three NBA All-Star games, and sharing in the euphoria of a World Championship victory.

Expanding her influence beyond the NBA, Shawna also enlivens the NCAA Women's Final Four and the 2020 Ryder Cup as the official DJ. She's been fortunate to be the opening act for a diverse array of popular artists such as Lizzo, Ani DeFranco, Shaq (also known as DJ Diesel), and Jonas Blue, to name a few.

In addition to her DJ career, Shawna is also the creative force behind the clothing line "Dare To Be" - a reflection of her personal mantra that encourages boldness and resilience. This philosophy extends beyond fashion and reverberates in all her endeavors. Whether through the pulsating beats of her DJ sets, the inspiring messages in her children's book and motivational speeches, the open conversations in her podcast, or the uplifting vibes of her original music, Shawna is on a mission to spread love and positivity. She fully understands the transformative power of a positive mindset and is dedicated to making a tangible difference in the world through her multi-faceted career.

# EVENT SCHEDULE

**5:00 PM - 7:00 PM**

*Saint Kate Arts Hotel – Simone Ballroom*

- VIP Reception (Limited to 300 VIP Guests)
- Artist Meet & Greet
- Join the Yelich Family & Brewers Players at this reception

**7:00 PM**

- Guests will make their way from the Simone Ball to a VIP Entrance of the Pabst Theater

**7:30 PM**

- MC/Welcome Remarks from our Guest Host, Charlie Berens
- Opening Remarks from the Yelich Family

**7:45 PM**

- Nicotine Dolls Performance

**8:20 PM**

- Special Remarks from the Yelich Family & Acknowledgements of The event Beneficiaries
- Live Auction

**8:40 PM**

Scotty McCreery Performance

**9:40 PM**

- Closing Comedy from Charlie Berens

**10:00 PM**

- Final Remarks From Christian Yelich
- Event Concludes
- Post Reception back at the Saint Kate Arts Hotel – Arc Theater





# SPONSOR BENEFITS

Our goal is to not only raise as much money as possible for the our beneficiaries, but also to make Home Plate a very special and unforgettable experience for our sponsors. Premium Sponsor Benefits will include:



**PREMIUM SEATING AND VIP RECEPTION ACCESS**



**VIP RECEPTION AND ARTIST MEET AND GREET**



**EVENT SIGNAGE THROUGHOUT BOTH VENUES**



**GIFT BAGS**



**SOCIAL MEDIA AND PR MENTIONS**

# SPONSOR GRID

FEE	\$75,000 TITLE	\$50,000 MVP	\$25,000 SILVER SLUGGER	\$15,000 LEAD OFF
VIP Tickets & Gift Bags	50	30	20	10
Passes for Pre & Post Reception	50	30	20	10
On-Stage Acknowledgement	YES	YES	YES	No
Activation	YES	YES	No	No
Artist Meet & Greet	YES	YES	No	No
Signage	Title	Enhanced	YES	No

# AVAILABLE SIGNAGE AT PABST

## Pabst Exterior Windows 46in x 95in Panels

North Water Street - 3 Panels



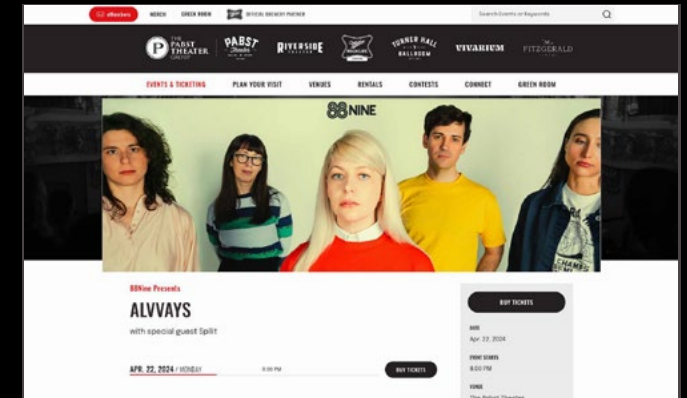
South Wells Street - 3 Panels



## Pabst Digital Advertising TVs 4 Locations - 1920x1080

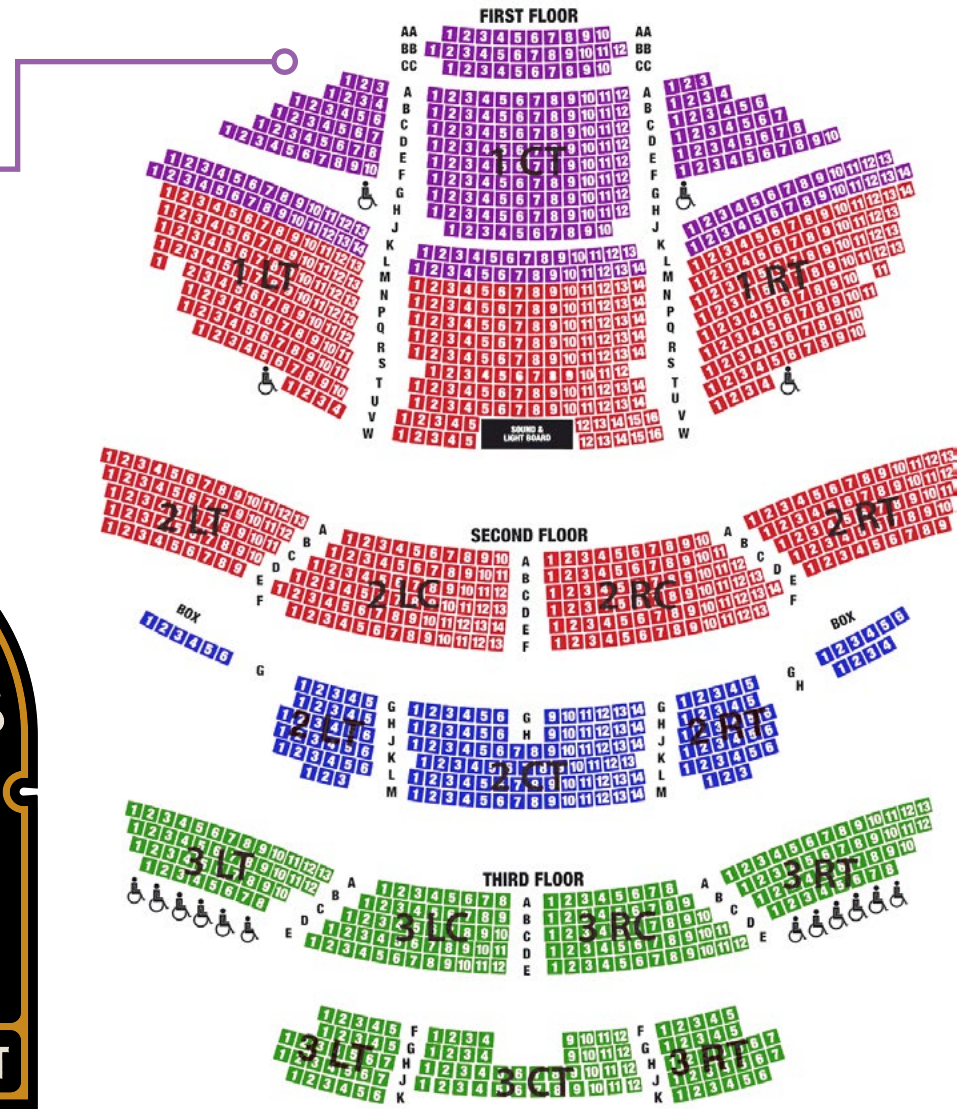


## Pabst Website Presents and Logo Inclusion

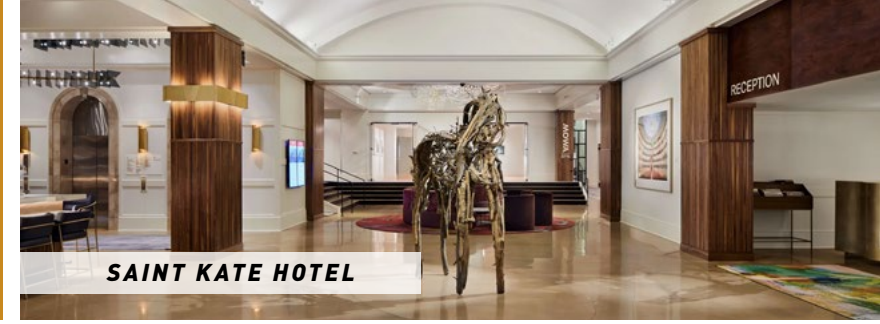


# PABST THEATER SEATING CHART

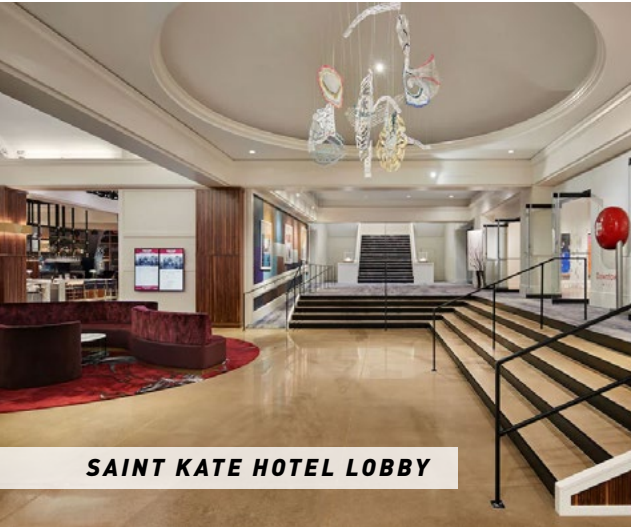
- 300 VIP Seats available right in front of the stage in the “Purple Section - 1CT”
- 1,300 Additional Guests in the Venue



# LAYOUT AND BAR SET UP



**SAINT KATE HOTEL**



**SAINT KATE HOTEL LOBBY**



**SAINT KATE HOTEL BAR**



**THE PABST THEATER**



**THE PABST THEATER**



**THE PABST THEATER**

# CONTACT US

## SPONSORSHIPS:

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## EVENT DETAILS & PRESS INQUIRIES

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