



AFTER 121 YEARS,

WE FINALLY GOT
SEASON TICKETS





MassMutual is embarking on a ten-year sponsorship to become the signature partner of the Boston Red Sox and Fenway Park. This partnership connects MassMutual with Red Sox fans and broadens our audience exposure.

MassMutual and the Red Sox are natural partners because of our shared values of mutuality, interdependence, protection, and our history of giving back to the community.

Partnership Features

FENWAY SIGN

A MassMutual logo sign installed above the centerfield digital screen.


UNIFORM PATCH

A MassMutual patch sewn on all Red Sox players' jerseys, as well as authentic retail jerseys for fans. For best visibility, the patches will be placed on the sleeve facing the pitcher, depending on right or left batter.






**NOW
STARTING IN
DEEP
CENTER
FIELD.**

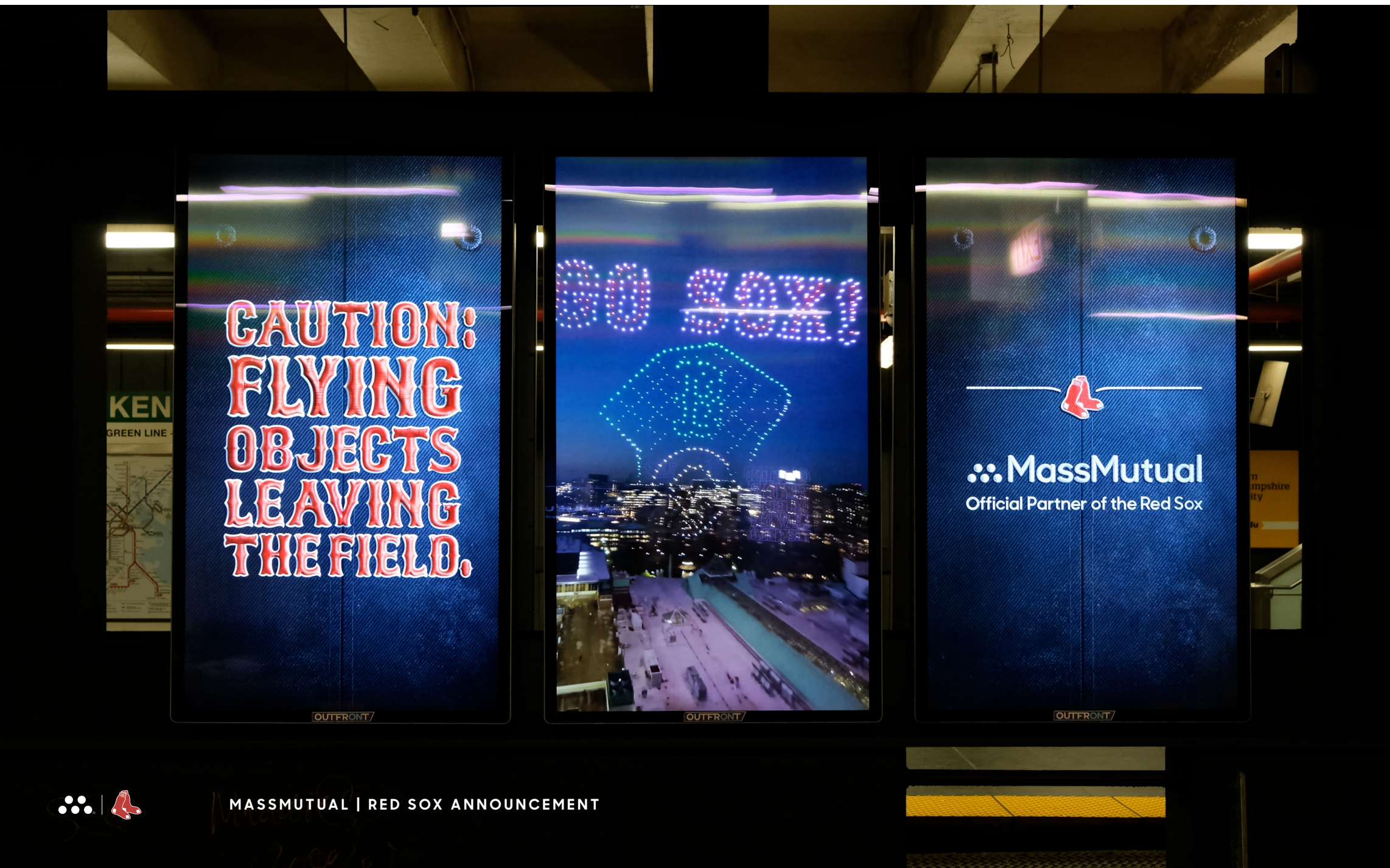


∴ MassMutual
Official Partner of the Red Sox

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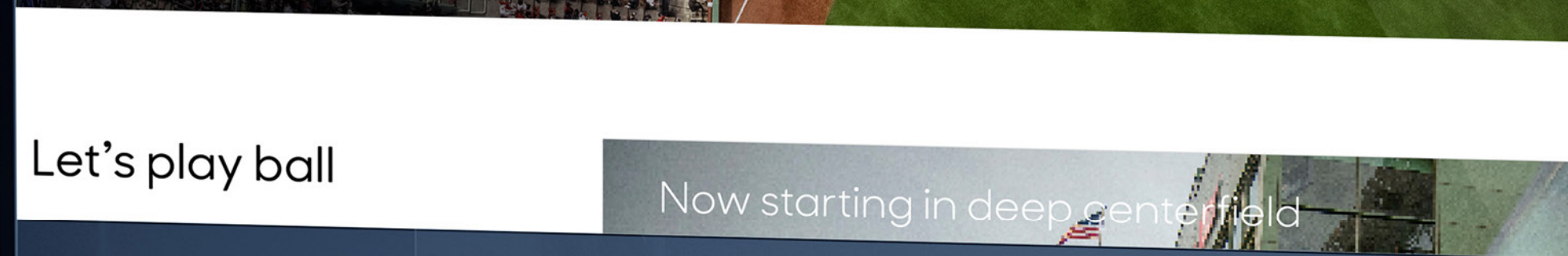
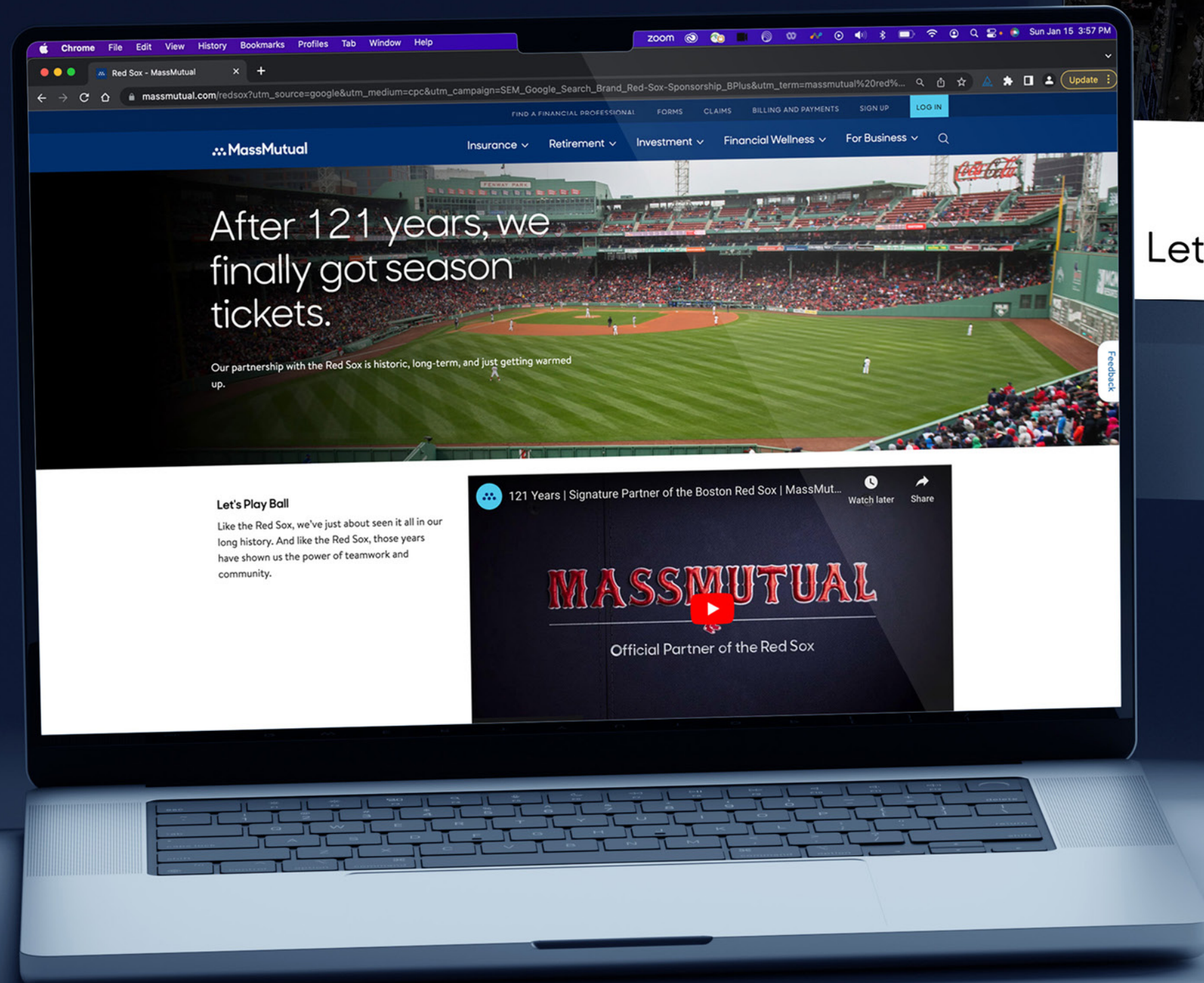
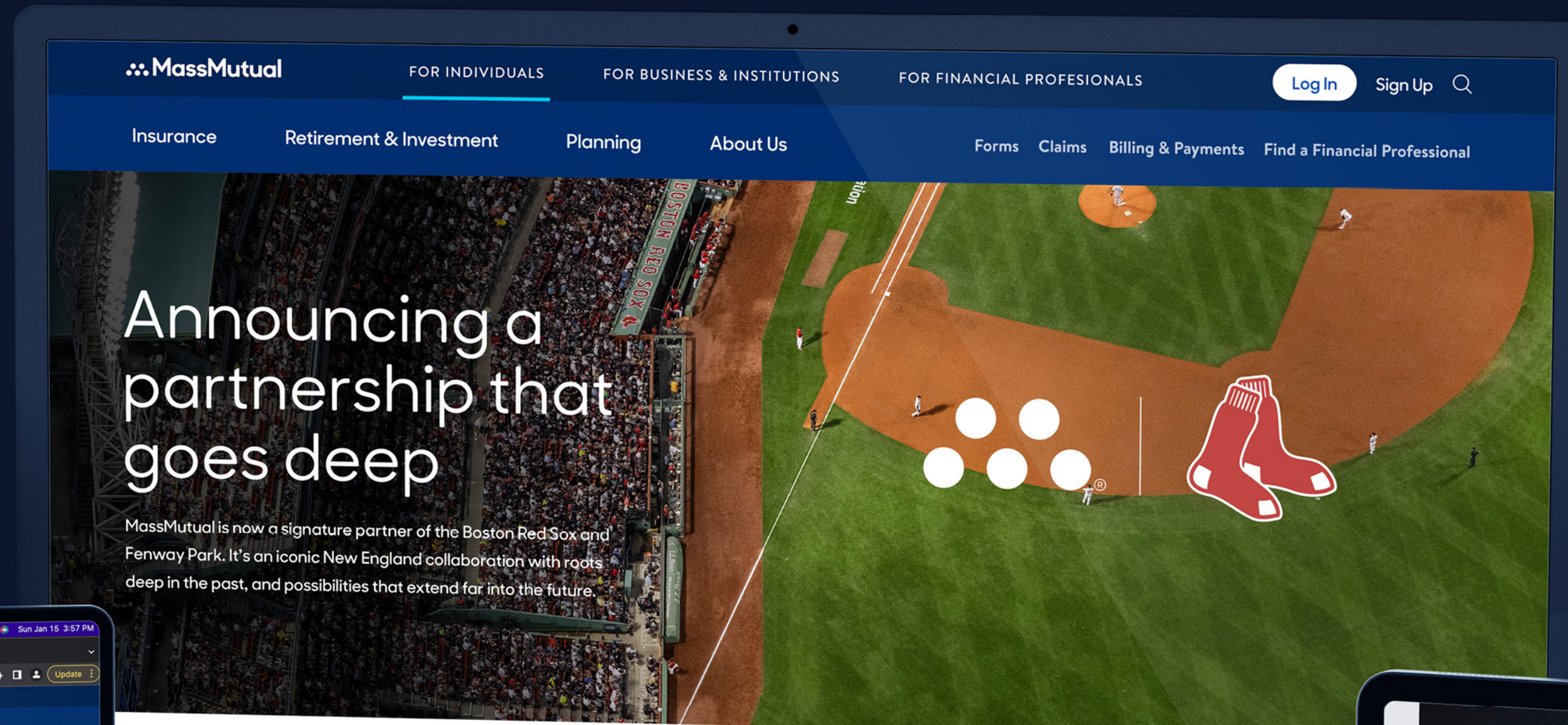
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Social Media Assets



MassMutual.com Homepage and Partnership Landing Page





Our partnership with the Red Sox is historic, long-term, and just getting warmed up.

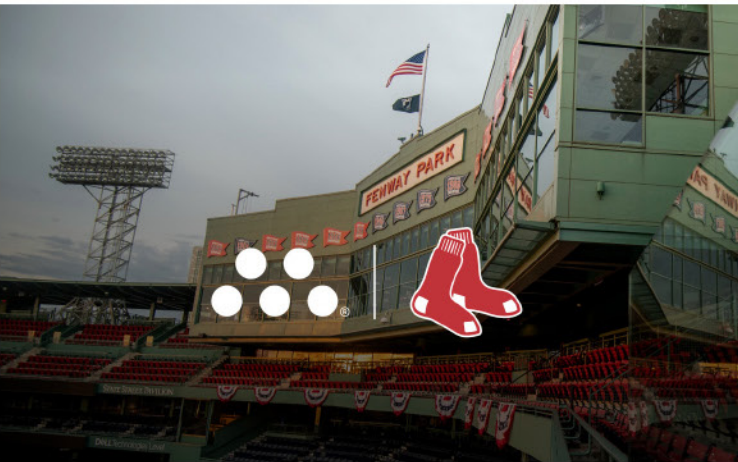
We're pleased to announce an iconic New England collaboration with roots deep in the past, and possibilities that extend far into the future.

As a new signature partner of the Red Sox and Fenway Park, we're bring together two storied brands that share both a community and long legacies of trust, protection, and teamwork.

And our partnership will allow us to give back to the fans in ways large and small, helping to create the experience we would want, year-round. Because first and foremost, we're passionate Red Sox fans.

Learn more about what we have in store. We can't wait to see you at the ballpark.

[EXPLORE THE PARTNERSHIP](#)





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