

30TH
1996 ANNIVERSARY 2026

TURN 
FOUNDATION, INC.

September 8 & 10, 2026

TURN 
FOUNDATION, INC.

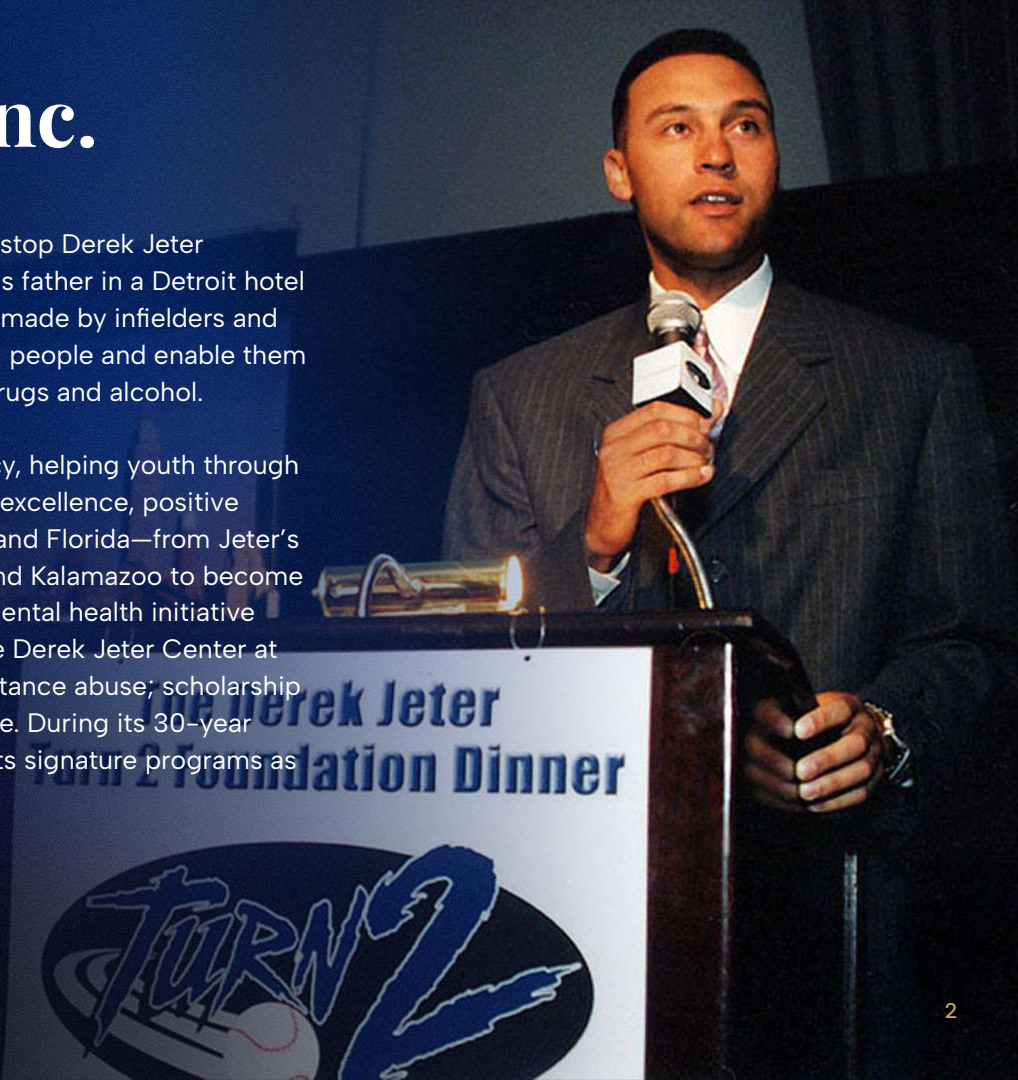


Turn 2 Foundation, Inc.

During his rookie year in 1996, New York Yankees All-Star shortstop Derek Jeter established The Turn 2 Foundation while sharing a pizza with his father in a Detroit hotel room. The name “Turn 2” symbolizes the dramatic double play made by infielders and reflects Jeter’s wish to promote healthy lifestyles among young people and enable them to “Turn 2” his Foundation for support and guidance to avoid drugs and alcohol.

Three decades later, The Turn 2 Foundation continues its legacy, helping youth through specialized programs designed to foster leadership, academic excellence, positive behavior, and social change across New York, West Michigan, and Florida—from Jeter’s Leaders, which empowers young people from New York City and Kalamazoo to become agents of change; to Turn 2 Us, an elementary school-based mental health initiative created in partnership with NewYork-Presbyterian Hospital; the Derek Jeter Center at Phoenix House Florida, which supports teens overcoming substance abuse; scholarship programs that help students pursue higher education, and more. During its 30-year history, Turn 2 has given back more than \$48 million, funding its signature programs as well as organizations aligned with its mission.

www.turn2foundation.org



Turn 2 Foundation Timeline

The 90s

1996

The Turn 2 Foundation is established

1998

The Turn 2 Foundation hosts the first New York City Baseball Clinic

1997

The New York Jeter's Leaders program welcomes its first class of Leaders

The Jeter family, friends, and supporters gather for the 1st Annual Turn 2 Foundation Dinner in Kalamazoo

1999

More than 1,000 New York City children participate in a day of fun-filled activities during Turn 2's Kidfest, in partnership with the NYC Parks Department



Turn 2 Foundation Timeline

The 2000s

2000

Turn 2 partners with SCOTT'S Sports Cards, Coins & Jewelry to encourage youth to lead healthy lifestyles through the Jeter Meter program in Kalamazoo.

Local youth participate in the Smart Moves Program, a drug and alcohol prevention initiative with the Kalamazoo Boys & Girls Club.

2005

Turn 2 launches Summer Camp Program in partnership with S.C.O.P.E (Summer Camp Opportunities Provide an Edge).

2007

The United Negro College Fund/Sharlee Jeter Scholarship is established.



2003

Turn 2 hosts the first Derek Jeter Golf Classic in Tampa, FL.

The Jeter's Leaders ignite social change at the Jeter's Leaders Leadership Conference in New York City.

2006

The Turn 2 Foundation celebrates its 10-year anniversary.

2008

Turn 2 hosts the first Tampa Baseball Clinic
The Turn 2 Foundation becomes a public charity
The Derek Jeter Center at Phoenix House opens in Tampa, FL.

Turn 2 hosts the Jeter's Leaders Leadership Conference in Arlington, TX.



Turn 2 Foundation Timeline

The 2010s

2010

Sharlee Jeter is named as president of The Turn 2 Foundation.

2014

The Jeter's Leaders help to create a community green space at St. Augustine Cathedral School during the Social Change Project in Kalamazoo.

2017

Derek Jeter and Sharlee Jeter team up with Jorge and Laura Posada to help individuals impacted by the devastating effects of hurricanes Irma and Maria.

2013

The Jeter's Leaders Leadership Conference presented by Goldman Sachs is held in Chicago.

Jeter Children's publishing imprint launches with Simon & Schuster.

2016

Thousands of young people and their families from the Greater Kalamazoo area join Derek Jeter, Turn 2 and Nickelodeon for the network's "Road to Worldwide Day of Play," encouraging kids to get up and get active.

Turn 2 celebrates its 20th anniversary.



Turn 2 Foundation Timeline

The 2020s

2022

Jeter's Leaders Social Change Project presented by Goldman Sachs in New Orleans.

Turn 2 hosts star-studded 26th Annual Dinner, honors life and legacy of Gerald Williams with 2022 MVP Award.

2023

Jeter Family Fields ribbon cutting at Kalamazoo Central High School in partnership with The Cal Ripken, Sr. Foundation, Kalamazoo Public Schools and Elite Companies.

Jeter's Leaders Leadership Summit presented by Goldman Sachs in Atlanta.

2024

Inaugural Derek Jeter Blackjack Tournament Weekend presented by Seminole Hard Rock Hotel & Casino Hollywood.

2025

Jeter's Leaders Leadership Summit presented by Goldman Sachs in Nashville.

Turn 2 teams up with MLB to host two "Play Ball" baseball clinics in Miami and on Derek Jeter Field in Kalamazoo.

Derek Jeter Invitational presented by AMS, hosted at Baha Mar, raises more than \$1.8 million to support Turn 2.





Events Overview

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Turn 2 30th Anniversary Invitational

Tuesday, September 8



On Tuesday, September 8, join the Turn 2 Foundation at the iconic Liberty National Golf Course, overlooking the Hudson River and the New York City skyline for an exceptional day on the course. The outing features an 18-hole shotgun, bringing all players together for an exciting day of golf. The day begins with a welcoming lunch, offering the perfect opportunity to connect before teeing off. Following play, guests will enjoy a lively cocktail reception to unwind and celebrate. To round out the experience, participants will receive a premium gifting package curated to make the day truly memorable.



Turn 2 30th Anniversary Gala

Thursday, September 10

CIPRIANI

Join us for an elegant evening at Cipriani Wall Street that will bring guests together in support of the Turn 2 Foundation founded by Derek Jeter. The night will feature a cocktail reception, silent auction, and dinner, culminating in a special live performance by 13-time Grammy Award-winning artist, songwriter, and producer, Babyface.



Sponsorship Opportunities

PRESENTING SPONSOR – \$500,000

- Designation as Presenting Sponsor for both events, with event name designated as 'Turn 2 Foundation 30th Anniversary Celebration Presented by (Company Name)'
- Three foursomes at Liberty National on September 8; each foursome includes four playing spots and four premium gift bags
- Three foursome photos with Derek Jeter during round
- Opportunity to activate on course at Liberty National on September 8
- Opportunity to provide gift item to all players
- Inclusion on all tournament signage on course, including two designated hole signs featuring company logo
- Three VIP tables for 10 at Turn 2 Foundation Gala
- VIP Meet & Greet Reception with Derek Jeter
- Three group photos with Derek Jeter at VIP Meet & Greet Reception
- Opportunity to participate in on-stage check presentation at dinner
- Inclusion in social media post on Derek Jeter's social page
- Logo inclusion on Step & Repeat
- 30 autographed Derek Jeter memorabilia items
- 30 sponsor gifts
- Corporate listing on Turn 2 Foundation website
- Full page color ad on the back cover of the Turn 2 Magazine



Sponsorship Opportunities

SUPPORTING SPONSOR - \$250,000

- Two foursomes at Liberty National on September 8; each foursome includes four playing spots and four premium gift bags
- Two foursome photos with Derek Jeter during round
- On-course hole activation and signage
- Two Prime tables for 10 at Turn 2 Foundation Gala
- VIP Meet & Greet Reception with Derek Jeter
- Two Group Photos with Derek Jeter at VIP Meet & Greet Reception
- Name/logo on step & repeat media banner and sponsor photo banner
- Inclusion in on-site materials
- Opportunity to provide a gift for all attendees at golf and dinner
- 20 autographed Derek Jeter memorabilia items
- 20 sponsor gifts
- Corporate listing on Turn 2 Foundation website
- Supporting sponsor acknowledgment in media alerts, press releases, and recap

Sponsorship Opportunities

GOLF SUPPORTING SPONSOR - \$100,000

- Two foursomes at Liberty National on September 8; each foursome includes four playing spots and four premium gift bags
- Two foursome photos with Derek Jeter during round
- On-course hole activation and signage
- Inclusion in on-site materials
- Opportunity to provide a gift for golf participants
- Corporate listing on Turn 2 Foundation website

GOLF & TABLE SPONSOR - \$55,000

- One foursome at Liberty National on September 8; foursome includes four playing spots and four premium gift bags
- Foursome Photo with Derek Jeter during round
- Table for 10 at Turn 2 Foundation Gala
- Group Photo with Derek Jeter at VIP Meet & Greet
- 10 sponsor gifts
- 5 autographed Derek Jeter memorabilia items

FOURSOME SPONSOR - \$40,000

- Foursome at Liberty National on September 8; foursome includes four playing spots and four premium gift bags
- Foursome Photo with Derek Jeter during round

Sponsorship Opportunities

GALA SUPPORTING SPONSOR - \$150,000

- Two Prime tables for 10 at Turn 2 Foundation Gala
- VIP Meet & Greet Reception with Derek Jeter
- Two Group Photos with Derek Jeter at VIP Meet & Greet Reception
- Name/logo on step & repeat banner and sponsor photo banner
- Opportunity to provide a gift for dinner guests
- 10 autographed Derek Jeter memorabilia items
- 10 sponsor gifts
- Corporate listing on the Turn 2 website

GOLD SPONSOR - \$30,000

- Prime table for 10 at Turn 2 Foundation Gala
- VIP Meet & Greet Reception with Derek Jeter
- Group Photo with Derek Jeter at VIP Meet & Greet Reception
- 10 autographed Derek Jeter memorabilia items
- 10 sponsor gifts
- Corporate listing on the Turn 2 website
- Full-page color ad and corporate listing in the Turn 2 Magazine

SILVER SPONSOR - \$20,000

- Table for 10 at Turn 2 Foundation Gala
- Group Photo with Derek Jeter at VIP Meet & Greet Reception
- 10 sponsor gifts
- 5 autographed Derek Jeter memorabilia items
- Corporate listing on the Turn 2 website

BRONZE SPONSOR - \$15,000

- Table for 10 at Turn 2 Foundation Gala
- Corporate listing on the Turn 2 website
- 10 sponsor gifts
- Corporate listing in the Turn 2 Magazine