



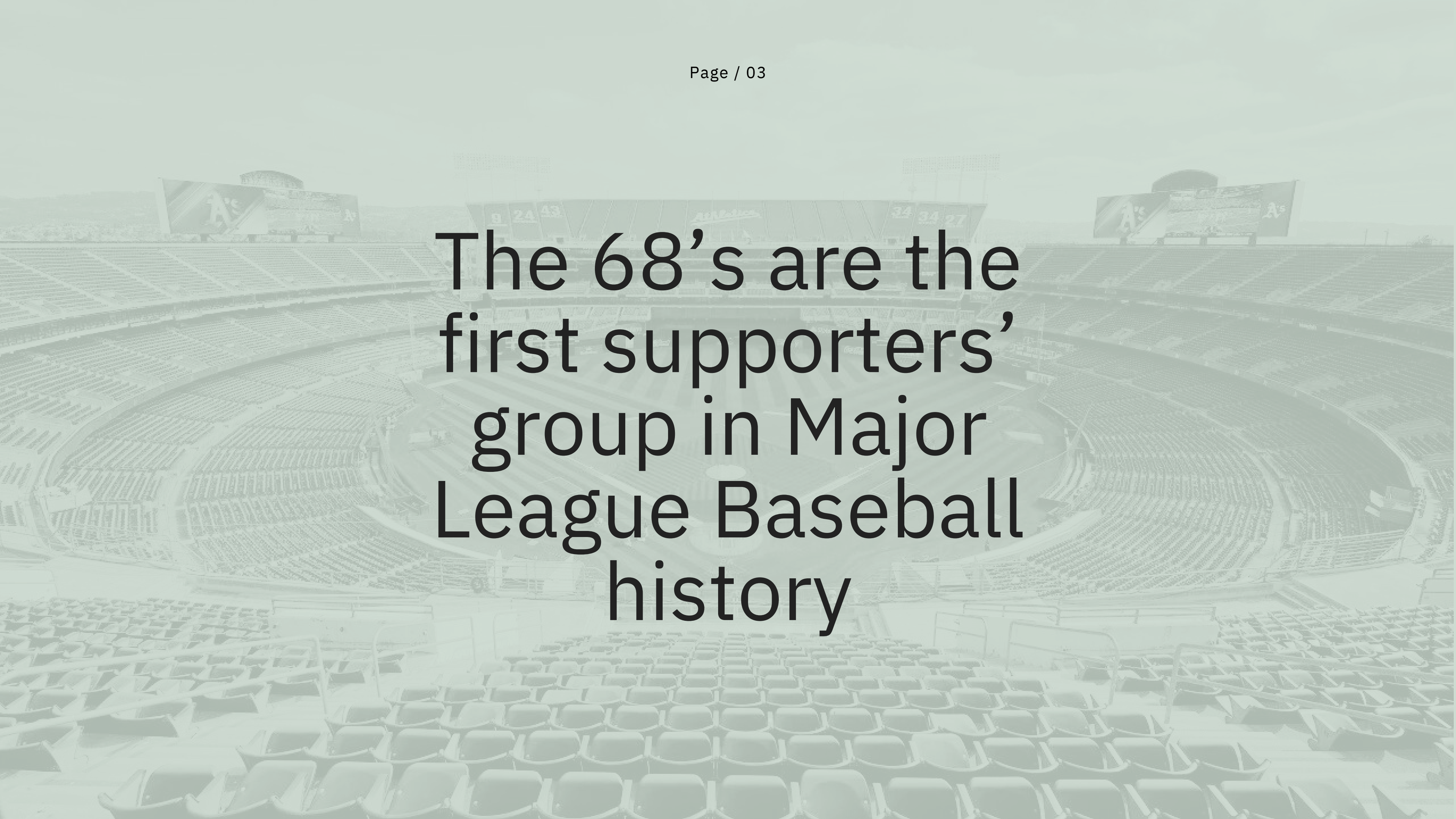
OAKLAND 68^s

FOR DONORS AND PARTNERS



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The 68's are the
first supporters'
group in Major
League Baseball
history

WELCOME

Who We Are:

The Oakland 68's is a 501(c)(3) non-profit organization dedicated to the Oakland community and its sports culture. Founded in 2017 and achieving non-profit status in 2020, we're a passionate supporters' group making history as the first in Major League Baseball. Our mission is to use sports as a catalyst for social impact, creating an environment rooted in community engagement.



Our Impact

In 2023, we raised over \$45K to keep the A's in Oakland, leading the nationally recognized SELL movement. Our efforts were further celebrated with a fan-funded giveaway, now immortalized in the Baseball Hall of Fame. We proudly support the Oakland Roots, Soul, and Oakland Ballers professional sports teams and work directly with MLS and USL through the Independent Supporter's Council.



Community First

Being a community-first supporters' group means we've dedicated over 1,000 volunteer hours in Oakland. We partner with organizations like the Alameda County Food Bank, local homeless shelters, and the Oakland Athletic League to make a tangible difference. We invite you to join us in our mission to uplift Oakland's rich sports culture and create lasting social impact.



OAKLAND 68'S MEMBERS



Volunteer Work

- Alameda County Food Bank: Over 1,000 volunteer hours annually since 2022.
- MyYute Soccer: Provides free soccer camps and mentorship for Oakland youth; We have helped with donations and volunteer work for this great organization.
- Oakland Athletic League (OAL): 4 years of volunteer coaching and fundraising for interscholastic sports.
- Earth Day: Annual participation in community cleanups, including a 2024 partnership with Oaklandish.
- The Green Stampede: Long-standing involvement in tutoring and mentoring East Oakland youth.
- Homeless Shelters: Essential support during the pandemic, providing food and volunteer hours.
- Black Liberation Walking Tour (BLWT): Fundraising and promotional support for this historical West Oakland tour.
- PlayProud (Common Goal): 100 hours of training in LGBTQ+ inclusivity, making stadiums safer spaces.
- Project 66: Donation of 1,000 backpacks annually to Bay Area schools, along with fundraising for UCSF Benioff Children's Hospital.
- Oakland All-Stars: Supported a baseball trip to Cuba for Oakland youth, raising \$30K and promoting their documentary.
- Eat. Learn. Play.: Volunteered to build school playgrounds in Oakland in 2023 and 2024.

- Oaklandish: A trusted partner since 2008, collaborating on community events like Earth Day.
- Old Kan Brewery: A beloved Oakland institution and former home of the 68s, with ongoing collaboration.
- Ortman Mediation: A key contributor and partner, committed to making Oakland a better place.
- City of Oakland: Strong connections with the mayor's office, facilitating community engagement.
- Oakland Roots SC: Partnering since 2018 to create an inclusive soccer atmosphere; our president serves on the community advisory board.
- Oakland Ballers Baseball Club: Supporting this new pro-baseball team, emphasizing community over competition.



Partners

MEET THE TEAM



JORGE LEON
President



Anson Casanares
Vice President



Shirene Bell
Boardmember

EVENTS:

THE POWER OF COMMUNITY ACTIVATION

The Oakland 68s are more than just a supporters' group; we are a movement that channels the passion of sports fans into meaningful, community-driven action. Our events are at the core of this mission, serving as powerful platforms for bringing the Oakland community together in support of our sports teams and our city. Our events demonstrate the ability of sports to transcend the field and serve as catalysts for broader social and community impact. By engaging in these large-scale events, we aim to energize the Oakland community, draw attention to important issues, and ensure that the spirit of Oakland sports remains strong and deeply rooted in our city's culture.

PREMIERE EVENTS

PAST VENDORS AND ATTENDEES

- Oaklandish Clothing and Apparel
- Beast Oakland Clothing
- Oakland Roots SC
- Mayor of Oakland
- Oakland Athletics Baseball Club
- Old Kan Brewery
- Last Dive Bar Coliseum Apparel

REVERSE BOYCOTT

In 2023, we organized the Reverse Boycott, a large-scale protest that brought 28,000 fans to the Oakland Coliseum. This event wasn't just a display of opposition to the potential move of the A's to Las Vegas; it was a unifying moment for Oakland, giving a voice to the community, gaining national attention and solidifying our role as advocates for Oakland's sports culture.

FANS FEST 2023

We also created and hosted the inaugural Fans Fest in 2023, which have quickly become annual traditions celebrating the vibrant sports culture of Oakland. This event brought together thousands of fans, local vendors, and sponsors, reinforcing the sense of community pride.

FANS FEST 2024

Continued success with 15,000+ attendees and 200+ donors and sponsors, solidifying its place as a beloved annual tradition. The Fan Fests not only provide a space for celebration but also support local businesses, highlight the city's rich sports history, and foster a spirit of solidarity among fans and residents alike.

2024 FANS FEST VENDORS AND ATTENDEES

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- Oaklandish
- Beast Oakland
- Last Dive Bar
- Oakland Roots/Soul SC
- Tacos El Ultimo Baile
- Stockton Ports Baseball Club
- Oakland Ballers Baseball Club
- MyYute Soccer
- Oakland Soccer Club
- Oakland Athletic League
- Mike Norris (Ex-MLB Player)
- Ben Grieve (Ex-MLB Player)
- Bay Area Panthers
- JT Snow (Ex-MLB & Current Coach)
- Trevor May (Ex-MLB Player)



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- Ortman Mediation
- Kruse Plumbing
- Stockton Ports Baseball Club
- Last Dive Bar
- Oaklandish
- Rubenstein Supply
- 21st Amendment Brewery
- Port of Oakland
- Visit Oakland
- Oakland Running Marathon
- Providence Athletic Club

2024 FANS FEST SPONSORS

CONTACT US



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To our continued sponsors and partners, and to our future
sponsors and partners we welcome you with open arms.
Let's go to Oakland!!

THANK YOU