



The Buck Leonard Association invites you to ...

STEP INTO THE PAST AND EXPERIENCE THE FUTURE!

An immersive Negro Leagues Baseball Virtual Reality experience, featuring "Baseball's Greatest Gentleman," Hall of Famer Buck Leonard of Rocky Mount, North Carolina.

FEATURING
BARNSTORMERS
DETERMINED TO WIN



UNDEFEATED

THE BUCK LEONARD EXPERIENCE

Featuring

"Barnstormers: Determined to Win" — A Virtual Reality experience where players face-off against Negro Leagues baseball legends Satchel Paige, Josh Gibson, and Buck Leonard, while bearing witness to the unique challenge of playing baseball during the time of racial segregation. Developed by Derek Ham, Ph.D. and produced by Logic Grip in partnership with the Negro Leagues Baseball Museum.

On Location with Learning Lab 360

Mobile VR Lab(s) equipped with state-of-the-art Oculus headgear. Technicians help guests through the approximately 15-minute experience. Each mobile lab has capacity for 30 guests per hour. Up to two mobile labs are available per event.

Buck Leonard Augmented Reality Exhibit

Augmented Reality-enhanced pop-up museum. Buck Leonard like you've never seen! Artifacts come to life ... See yourself in the game ... Even take a selfie with Buck! Anything is possible in the metaverse! Created by the North Carolina State University College of Design.

Sports & S.T.E.A.M. Collective

By The Buck Leonard Association
for Sports & Human Enrichment



Providing active-learning opportunities in Science, Technology, Engineering, Arts and Math for historically marginalized and at-risk youth in our community.

Learn more at BuckLeonard.org/Explore



(206) 353-8658

www.BuckLeonard.org

• **ROCKY MOUNT, NC**



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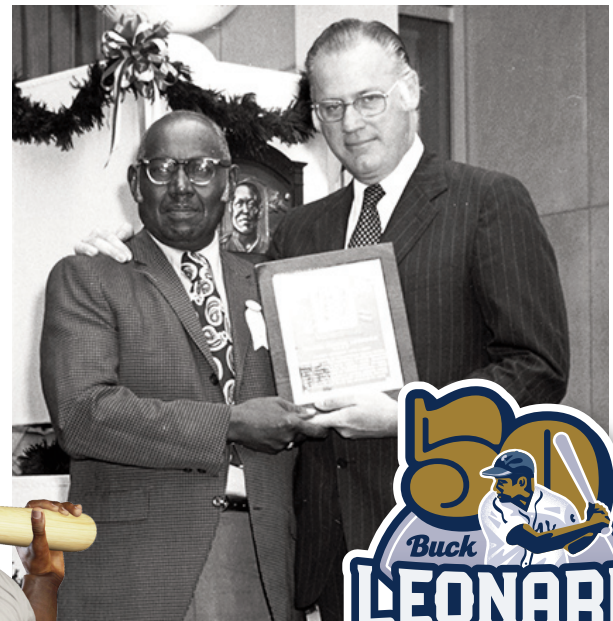
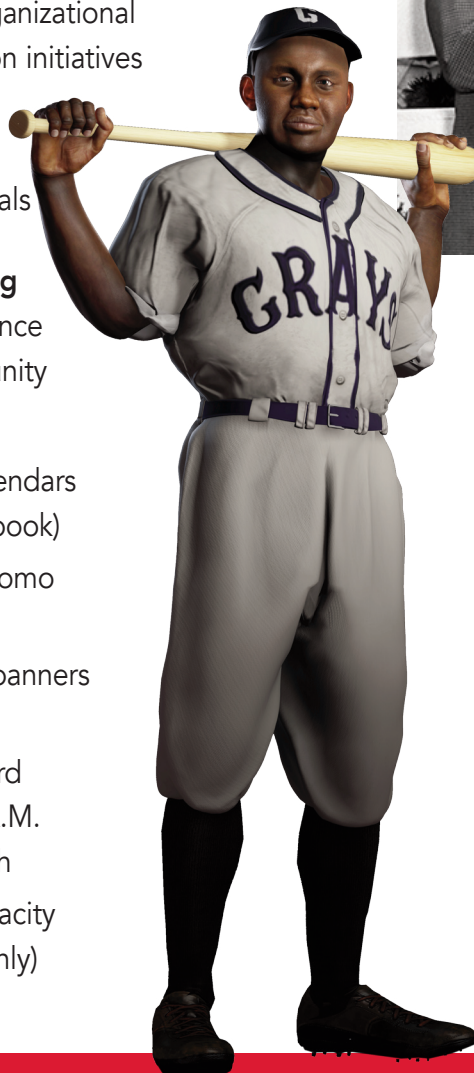
Educate, Entertain & Inspire

Book **UNDEFEATED: The Buck Leonard Experience** to engage your audience in an immersive virtual reality experience that makes learning Negro Leagues history fun and memorable.

- STEM-based educational content for schools and youth-based organizations
- Unique programming for organizational Diversity, Equity, and Inclusion initiatives
- Historically significant and fun guest experience for community events and festivals

Created with **Content Marketing** and **virality in mind**, the experience is loaded with value and opportunity for you and your sponsors.

- Press-Release and event calendars (BuckLeonard.org and Facebook)
- Co-Branded social media promo images
- On-site branding including banners and giveaways
- Supports 501c3 Buck Leonard Association Sports & S.T.E.A.M. Collective for inner-city youth
- AR logo integration (full-capacity corporate and event rates only)



Celebrating 50 years as a Hall of Famer, **Walter "Buck"**

Leonard is largely considered the greatest Negro Leagues 1st baseman of all-time. From 1934 to '50, he captained the great Homestead Grays to 10 league championships and 3 Negro Leagues World Series titles. He was chosen for a record 13 Negro Leagues All-Star games, earning a reputation as one of the game's most feared hitters and greatest all-around stars. Though he never played in the Major Leagues, he has been considered one of the top 50 baseball players of all-time (Sporting News, 1998) and was among the first two full-time Negro Leaguers elected to the National Baseball Hall of Fame in 1972.