



THE STEVE NASH FOUNDATION + YOU 2018 EVENTS



THE STEVE NASH FOUNDATION + YOU : SOCIAL IMPACT AND SOCIAL GOOD

Aligning with a respected charity isn't just good for the world, it's good for business. Did you know?

- 90% of Americans say they are more likely to trust and feel loyal to companies that back social causes*
- 88% of Americans want to hear about companies' Corporate Social Responsibility (CSR) efforts*
- 88% would buy a product with a social and/or environmental benefit*
- 88% would tell friends and family about a company's CSR efforts*

*2013 Cone Communications - Social Impact Study

"Consumers don't just like when companies incorporate social good into their business models - they've come to expect it."

Mashable



Past players include



NBA ALL-STARS

GRANT HILL
JOAKIM NOAH
DIRK NOWITZKI
BARON DAVIS

KYRIE IRVING
CHRIS BOSH
TONY PARKER
JASON KIDD



SOCCER LEGENDS

GIUSEPPE ROSSI
THIERRY HENRY
ROBBIE KEANE
MATHIEU FLAMINI

ALESSANDRO DEL PIERO
PATRICK VIEIRA
LANDON DONOVAN
MASSIMO AMBROSINI

AND MANY MORE...





THE STEVE NASH FOUNDATION

WHAT WE DO



Since 2005, the **Steve Nash Foundation** has worked to increase access to resources in **health** and **education** for **underserved children** and communities. With purposeful platforms to address **early childhood development**, **physical literacy**, and trauma-informed **care**, SNF continues **Steve's assists** off the court. Join us. Learn more at stevenash.org.





THE STEVE NASH FOUNDATION + YOU : MAXIMIZING YOUR BRAND EXPOSURE

With our events, branding opportunities go well beyond game day. Your company's investment is amplified through digital and traditional media strategies extending for months in concert with your existing campaigns, with some of the industry's leading influencers and brands maximizing the impact of your activation. Tap into new markets and put your brand in front of those who will grow your reputation around the world.

IN 2016
WE HAD

150 mil
CIRCULATION OF
SHOWDOWN
MEDIA

30 mil
SOCIAL MEDIA
IMPRESSIONS



THROUGH
THESE OUTLETS & MORE



INTEGRATE

The SNF will work with sponsors to organically integrate your brand into our Showdown social media campaign.



ALIGNMENT

Build goodwill by supporting a great cause and showcasing your brand alongside other top sponsors and athletes.



ENGAGEMENT

Work with our team to create share-worthy activations at Showdown to garner social media interactions.



ENTERTAINMENT

Invite your most important clients and brand representatives to interact with both fans and athletes.



THE STEVE NASH FOUNDATION CHARITY SHIELD 2018

new york city



los angeles



INTRODUCING THE STEVE NASH FOUNDATION CHARITY SHIELD



Showdown season kicks off with the Foundation's premiere soccer tournament: the Steve Nash Foundation Charity Shield. Returning to New York City in April and debuting in the L.A. area next September, the Shield allows 100 players in each of two cities the chance to get on the field with Steve, competing and creating memories for a lifetime. With a pub night and full-day tourney played on some of our favorite pitches, the Shield extends your brand activation for a full year with a great cause.

The Charity Shield is a 5-a-side soccer tournament with a charitable twist: each team is auctioned off for sale to the highest bidder, with a private dinner for owners, and a raucous pub night prior to the matches. . . .

. . . while the winning team's owner wins a cash pot and memories for a lifetime.

Don't miss out on your chance to be a part of the hottest tournament on the footie calendar!



Up first: NYC!

April 27th : Owners Dinner + Shield Friday Night

Players are assigned a team and strategize for the next day's play, while teams are sold to donors over dinner, before coming together at the Gem Saloon for a not-to-be-missed night of revelry and a flowing bar, all in support of the Steve Nash Foundation's work for underserved kids.

April 28th : Charity Shield + Shield Saturday

Pool Round play leads to single-elimination Shield Rounds, in a day-long competition of fast-paced footie, food, friends, and post-tourney ceremonies, including the Shield Team and MVP Awards.



from pub . . .



. . . to pitch!





SPONSORSHIPS AT THE CHARITY SHIELD

Our Charity Shield brings Showdown's experience of playing soccer with Steve to 100 of the most avid recreational and pro players in two cities — and presents an opportunity to get in on what's growing into the must-play tournament of the soccer calendar, engaging athletes with your brand. Sponsorship opportunities and activations include:

SHIELD SPONSOR (4 AVAILABLE)

\$5,000

- Sponsor logo included on Charity Shield homepage, and registration site
- Sponsor included on registration confirmation
- Sponsor/logo included on Pool and Shield Round diagrams
- Sponsor announced during each Pool Play match (4 matches), and relevant Shield Round (6) matches, and Shield Final, with customized P.A. announcement
- Minimum of three pre-tournament tweets from @stevenashfdn
- Sponsor included on all pre- and post-tournament press releases
- Opportunity to include messaged product in all player and owner VIP gift bags
- Sponsor mentioned in a Facebook (3.01 m followers) or Twitter post (2.4m) by Steve

OWNERS DINNER SPONSOR (1 AVAILABLE)

\$10,000

- Logo included on Charity Shield homepage, and registration site
- Sponsor included on registration confirmation
- Logo included on Charity Shield bid numbers during Auction Night
- Sponsor included on owner confirmations
- Minimum of three pre-tournament tweets from @stevenashfdn
- Sponsor included on all pre- and post-tournament press releases
- Opportunity to include messaged product in all player and owner VIP gift bags
- Sponsor mentioned in a Facebook (3.01 m followers) or Twitter post (2.4m) by Steve
- Opportunity for company representative to appear on stage with Steve at the auction
- Logo included on Charity Shield Bid To Win page
- The Steve Nash Foundation Charity Shield Owners Dinner, presented by YOU!

PRESENTING SPONSOR (1 AVAILABLE)

\$25,000

- “Shield Sponsor” assets, and:
- Sponsor logo integrated into Charity Shield logo
- Logo included on Charity Shield homepage, and registration site
- Sponsor included on registration confirmation
- Logo included on Shield jerseys
- Sponsor included on owner confirmations
- Minimum of three pre-tournament tweets from @stevenashfdn
- Sponsor included on all pre- and post-tournament press releases
- Opportunity to include messaged product in all player and owner VIP gift bags
- Sponsor mentioned in a Facebook (3.01 m followers) or Twitter post (2.4m) by Steve
- Opportunity for company representative to present game ball to Steve prior to Final
- The Steve Nash Foundation Charity Shield, presented by YOU!



THE STEVE NASH FOUNDATION SHOWDOWN 2018

june 20th



new york city



THE STEVE NASH FOUNDATION SHOWDOWN NEW YORK CITY 2018



Born in the back of a New York City cab in 2008, the **Steve Nash Foundation Showdown** has the organic feel of a pick-up match with the star-power of the NBA and international soccer pros, led by two-time NBA MVP Steve Nash's passion for soccer and assists. A truly global event, Showdown is a perennial favorite on the summer calendar, and an unparalleled opportunity for sponsors, athletes, and attendees to be part of the beautiful game as never before.

Maximizing summer solstice, our 13th Showdown returns to NYC on **June 20th** with a 7-a-side soccer match to benefit a great cause. Showdown's athletes meet and mingle with fans watching from within arms-reach of the action during the evening, and celebrate with an exclusive after hours party into the night. Join our roster - it'll be an assist you'll never forget.





SPONSORSHIPS AT SHOWDOWN

Showdown's iconic athletes go to work on the pitch while we go to work for you — pre-match social media and contesting, FanFest engagement, on-field excitement, and post-event press are just the beginning: we'll work with you to maximize your investment in a great cause to great effect, taking your brand to millions of multi-sport, multidimensional fans around the world. Sponsorship opportunities and activations include:

FANFEST SPONSOR

\$7,500

- Right to use Showdown name and logo in pre-approved promotion
- Sponsor logo featured on Showdown homepage, with integrated portal to Sponsor site
- 10x10 footprint in Showdown's FanFest area, adjacent to the pitch, for product demo, sampling, and fan engagement, with street team access throughout Showdown day
- Opportunity to sell Showdown merchandise in cooperation with SNF, for charitable benefit
- Opportunity to include approved product gifting for attendees in Showdown souvenir ticketing pack
- Minimum of four P.A. mentions and display drivers
- Reserved, on-pitch access for two at Showdown

IN-MATCH or AFTER HOURS SPONSOR

starting at **\$25,000**

- FanFest assets, as well as:
- Sponsor logo featured on Showdown ticketing sites with integrated portal to Sponsor site
 - Sponsor included on all Showdown ticket confirmations
 - Sponsor named/tagged in minimum of four Showdown social media posts (Twitter, Facebook or Instagram) by @stevenashfdn
 - Sponsor mentioned in a Facebook (2.9m followers) or Twitter (2.6m) post by Steve
 - Sponsor included on all pre- and post-Showdown press releases
 - Sponsor logo on perimeter signage
 - Opportunity to include messaged product in all VIP gift bags
 - Opportunity to contest Showdown experiences or prizing in cooperation with SNF, via print, social media, in-store, on-site, in-game or other
 - Opportunity to work with Meathawk, Steve's film company, to create digital content highlighting your support.

PRESENTING SPONSOR

\$175,000

- In-Match assets, as well as:
- Logo integration in Showdown logo
 - category exclusivity
 - Opportunity to place Showdown athlete on roster (per availability)
 - Logo included on Showdown jersey
 - Logo included on souvenir t-shirt
 - Logo included on souvenir VIP pass
 - Sponsor named/tagged in minimum of six pre-Showdown social media posts from @stevenashfdn
 - Sponsor named/tagged in a minimum of four Facebook (2.9m followers), Instagram (738k) or Twitter posts (2.6m) by Steve
 - Opportunity to create and issue a dedicated press release highlighting Sponsor's support and activations
 - Featured product station in exclusive Players Lounge
 - Premiere logo placement on perimeter signage
 - Opportunity for company representative to present game ball to Steve at center pitch
 - The Steve Nash Foundation Showdown, presented by YOU!



THE STEVE NASH FOUNDATION
CHARITY SHIELD
AND
SHOWDOWN

FOR MORE INFORMATION, CONTACT
JENNY MILLER
jenny@stevenash.org