



THE STEVE NASH FOUNDATION CHARITY SHIELD
new york city  los angeles



THE STEVE NASH FOUNDATION

WHAT WE DO



Founded by NBA MVP and Basketball Hall of Famer Steve Nash, the Steve Nash Foundation is a US 501(c)(3) operating foundation and registered Canadian charity.

Since 2004, 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 education and development, social emotional learning, and trauma-informed care, SNF continues Steve's assists off the court.

Join us.

Learn more at stevenash.org.



THE STEVE NASH FOUNDATION CORPORATE SUPPORT



Our events have enjoyed support of some of the world's top brands, including:



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*
- 89% of Americans are likely to switch to a brand associated with a cause, given comparable price and quality*

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

Mashable

* 2013 Cone Communications - Social Impact Study



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 L.A. this autumn, the Shield allows 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 next: NYC!

April 21st : 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 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 22nd : Charity 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!





CHARITY SHIELD NYC VENUES

THE GEM SALOON



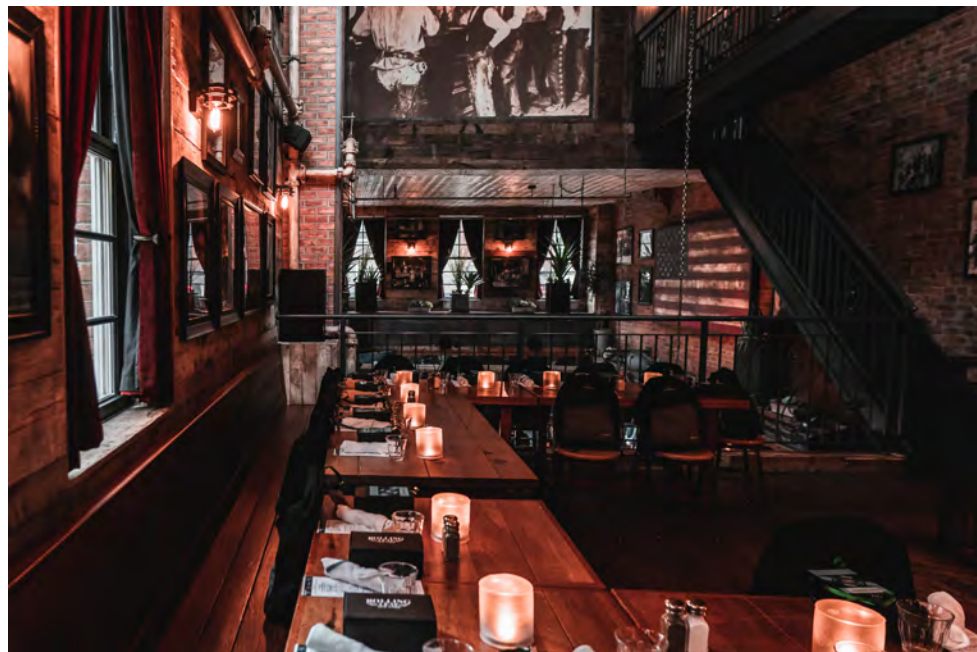
Bridging the boroughs of Manhattan and Brooklyn, the Charity Shield celebrates New York City, highlighting local businesses, unparalleled hospitality, and incredibly supportive ownership dedicated to community health:

Owners Dinner : The Gem Saloon

Owners and invited guests first arrive to our private mezzanine at the Gem Saloon, where the intimate setting lends to new introductions and close conversations over dinner. After the meal, All-Out Players join us upstairs for a toast and meet-and-greet, before everyone heads downstairs to . . .

Shield Friday Night : The Gem Saloon

In the Gem's spacious main level, athletes and guests arrive for check-in, get their team assignment and kits, spend the evening mingling with friends new and old! The Gem remains open to the public, and the packed atmosphere ensures even more brand reach and engagement. A step-and-repeat offers the perfect place to capture memories of a great night.





CHARITY SHIELD NYC VENUES

SOCCEROOF



Charity Shield Saturday : Soccerroof

From the soccer-inspired art in the lobby, into the beautiful window-lit lounge and skyline rooftop, the waterside view of Brooklyn and Manhattan presents the perfect backdrop for the Charity Shield. Soccerroof's licensed bar, easy accessibility, on-site locker-rooms, and flow of space make for a (seemingly!) effortless and energized day of activation.





CHARITY SHIELD

SAMPLE SPONSORSHIP TIERS

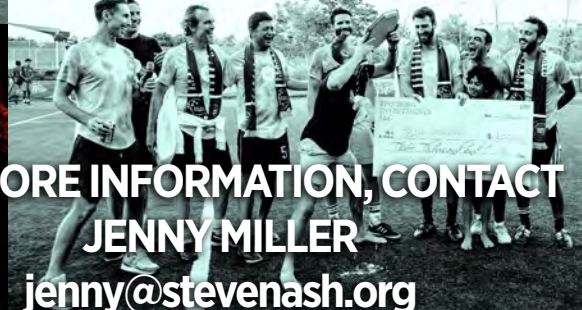


Our Charity Shield brings Showdown's experience of playing soccer with Steve to 100 of the most avid recreational and pro players in two cities — and presents a uniquely Steve-like opportunity to get in on the must-play tournament of the soccer calendar, engaging athletes with your brand.

Sponsorship opportunities and activations are tailored to you in each city, and may include:



| SPONSOR BENEFITS | SHIELD LEVEL SPONSOR \$5,000 | OWNERS DINNER OR SHIELD FRIDAY SPONSOR \$15,000 | PRESENTING SPONSOR \$30,000 |
|--|---------------------------------|--|--------------------------------|
| Logo inclusion on homepage, and registration site | X | X | X |
| Sponsor included on registration confirmation | X | X | X |
| Social media posts from @stevenashfdn (Twitter + Instagram), and inclusion in e-blast | X | X | X |
| Opportunity to include messaged product in VIP gifting | X | X | X |
| Tabling opportunity at the Charity Shield | X | X | X |
| P.A. mentions and display drivers | X | X | X |
| Contesting and pre-event brand activation opportunities | X | X | X |
| Sponsor mentioned in a Twitter (2.7m followers) or Facebook (2.8m) by Steve (@stevenash) | X | X | X |
| Logo included on souvenir credential | X | X | X |
| Hospitality opportunities | X | X | X |
| Logo included on step-and-repeat | | X | X |
| Logo included on Owners Dinner menu + Cash Pot Cheque | | X | X |
| Opportunity for sponsor representative to make a toast with Steve at Shield Friday Night | | X | X |
| Enhanced social media posts | | X | X |
| Ownership of one or more Charity Shield teams, including dinner invitations | | X | X |
| Sponsor logo integration on Charity Shield jerseys | | X | X |



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FOR MORE INFORMATION, CONTACT
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