



THE STEVE NASH FOUNDATION : SIGNATURE EVENTS





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 Charity Shield and Showdown 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*

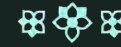
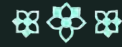
"Consumers don't just like when companies incorporate social good into their business models — they've come to expect it."

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 . . .



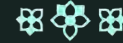
. . . to pitch!





CHARITY SHIELD NYC VENUES

THE GEM SALOON



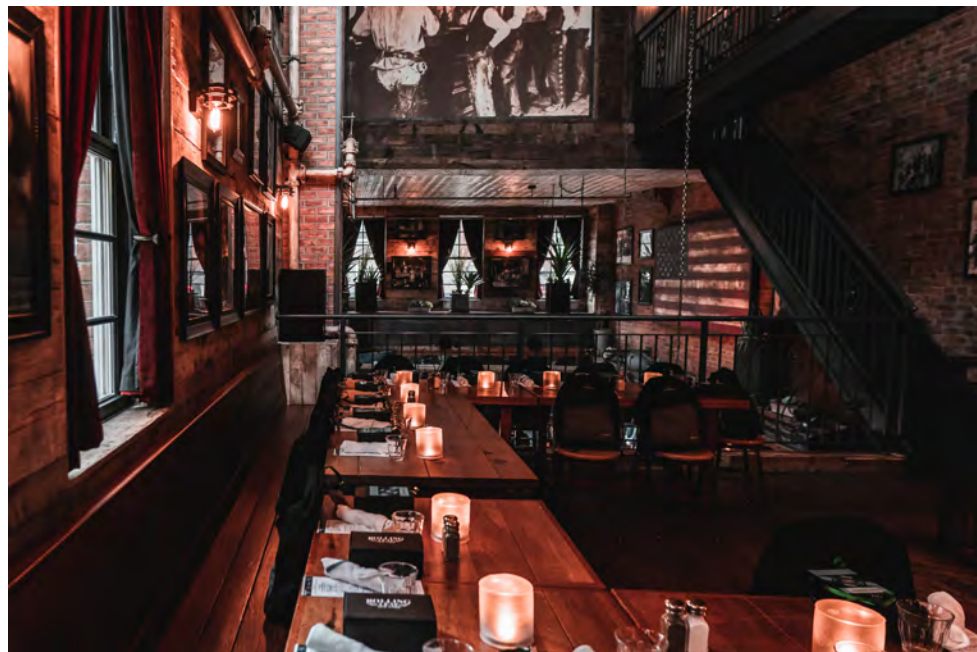
Bridging the boroughs of Manhattan and Brooklyn, the Charity Shield celebrates New York City, highlighting local businesses, unparalleled hospitality, and incredibly supportive ownership dedicated to community health:

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

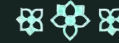
In the Gem's spacious main level, athletes and guests arrive for check-in, get their team assignment and kits, spend the evening mingling with friends new and old! The Gem remains open to the public, and the packed atmosphere ensures even more brand reach and engagement. A step-and-repeat offers the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

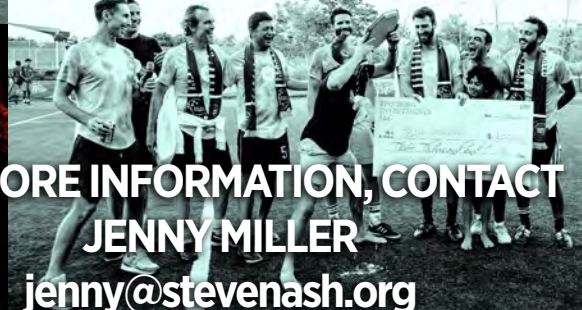


Our Charity Shield brings Showdown's experience of playing soccer with Steve to 100 of the most avid recreational and pro players in two cities — and presents a uniquely Steve-like opportunity to get in on the must-play tournament of the soccer calendar, engaging athletes with your brand.

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



THE STEVE NASH FOUNDATION CHARITY SHIELD


FOR MORE INFORMATION, CONTACT
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THE 13TH ANNUAL STEVE NASH FOUNDATION SHOWDOWN



READ ON:

- SIZZLE VIDEO 
- EVENT OVERVIEW
- THE GAME + PLAYERS
- THE FANS
- EVENT PROMO
- PRESS + BRAND REACH
- SPONSORSHIP TIERS
- BRANDED ACTIVATIONS





SHOWDOWN EVENT OVERVIEW



WEDNESDAY 06.26.2024*

FANFEST: 3p - 7p

Free-to-the-public street fair with player appearances, sponsor activations, DJ, community engagement, food, merchandise, photo booth and more.

ATHLETE LOUNGE: 3p - 5:30p

Athletes and influencers meet and mingle in this exclusive penthouse space overlooking Manhattan's Lower East Side, where they enjoy gifting, select media access, and a lounge area to pick-up game day kits and relax until kick-off.

FREE YOUTH CLINIC: 3:30p - 5p

60-70 participants, ages 7-13, from local non-profit soccer orgs.

THE MATCH: 6p - 7:45p

13th annual 7-a-side soccer match featuring Steve, NBA athletes and pro soccer players with celebrity assists.

AFTER HOURS: 10p - ?

Players and invited guests unwind and celebrate the day in a private setting that only a New York City summer can provide.

*date pending approval by NYC Parks





SHOWDOWN THE GAME + THE PLAYERS

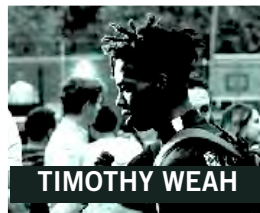


Born in the back of a New York City cab in 2008, Showdown has the organic feel of a pick-up match with the star-power of the biggest names in the NBA and international pro soccer. A perennial favorite on the summer calendar, Showdown is an unparalleled opportunity for sponsors to be part of the beautiful game as never before, with authentic community experiences and integrations across game day.

Be there this June as our athletes meet and mingle with fans within arms-reach of the action during the match, and celebrate with an exclusive AfterHours party into the night. Join our 2024 roster as we bring back Showdown - it'll be an assist you'll never forget.



DIRK NOWITZKI



TIMOTHY WEAH



CLAUDIO REYNA



LANDON DONOVAN



KLAY THOMPSON



JOEL EMBIID



SALMON KALOU
WESTON MCKENNIE



JASON SUDEIKIS
KEVIN DURANT

PAST SHOWDOWN PARTICIPANTS INCLUDE:



NBA ALL-STARS

CHRIS BOSH
BARON DAVIS
LUOL DENG
KEVIN DURANT
JOEL EMBIID
GRANT HILL
KYRIE IRVING

CJ MCCOLLUM
CHRIS MULLIN
LARRY NANCE JR.
JOAKIM NOAH
DIRK NOWITZKI
TONY PARKER
KLAY THOMPSON



SOCCER GREATS

MASSIMO AMBROSINI
CHARLIE DAVIES
ALESSANDRO DEL PIERO
LANDON DONOVAN
THIERRY HENRY
STU HOLDEN
SALOMON KALOU

ROBBIE KEANE
KYLE MARTINO
WESTON MCKENNIE
JOHN O'BRIEN
GIUSEPPE ROSSI
PATRICK VIEIRA
TIMOTHY WEAH

AND MANY MORE . . .



SHOWDOWN THE FANS TURNOUT



Fans come out at Showdown every year to support the cause and watch their favorite players, closer than ever before:

10,000

people walk through Showdown's free-to-the public FanFest over the course of the day

3,000

can be found watching the game from the field and surrounding sidewalks



SHOWDOWN EVENT PROMOTION + COVERAGE



Pre-Game Heat

- Event, talent, sponsor, and ticket announcements from @stevenashfdn and @stevenash accounts:
 - Instagram (990k followers)
 - Twitter (2.5m followers)
- E-blast inclusion
- Family activities resources
- Event calendars
- Press outreach
- Local and national publications
- Influencer social posts
- Athlete and Friend of Steve posts

spring



Game Day

- IG Stories on @stevenashfdn and @stevenash accounts, to include:
 - event elements
 - sponsor call outs
- Tweets from @stevenashfdn and @stevenash
- Special access on TBA sports media accounts for day of coverage
- Front row access for media
- Front row access for sponsor social teams for coverage on own accounts
- Player and influencer posts
- Branded content posts to be discussed with sponsors upon request

summer



Post-Game Sizzle

- Recap sizzle on Showdown site and Instagram
- Player highlights from game sent to each player for posting on social
- Highlights and sponsor thank you's on @stevenashfdn and @stevenash social accounts
- Images and event writeup sent to media list immediately post event

fall

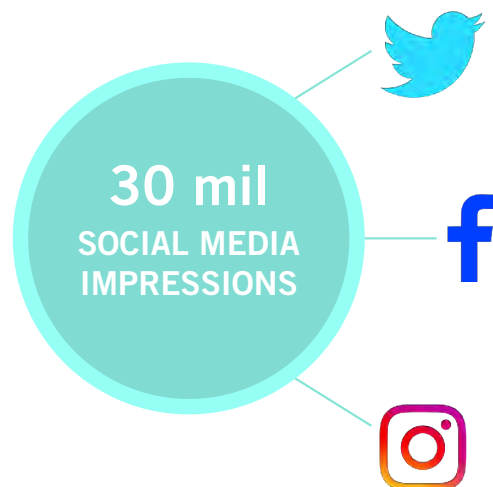
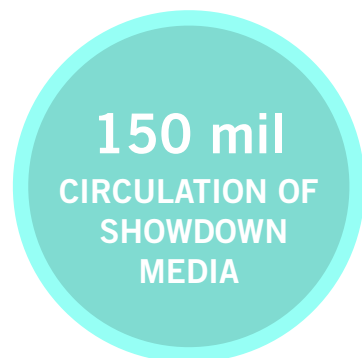




SHOWDOWN PRESS COVERAGE + SOCIAL SHARING



For 13 summers prior to our COVID-mandated hiatus, Showdown has received extensive coverage from traditional sports media, as well as a variety of quality local, national and entertainment media who attend the event, resulting in over **300m media impressions per year:**



Showdown content is shared by our players, media partners, sponsors and fans, with viral moments annually making the nightly news and highlight reels.

An invited list of 100 members of the press are credentialed for the event annually, from publications and outlets including:





SHOWDOWN SAMPLE SPONSORSHIP TIERS



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 Showdown excitement, and post-event After Hours buzz and social media and press are just the beginning: we'll work with you to maximize your investment in a great cause to great effect, taking your brand off the pitch to millions of multi-sport, multidimensional fans around the world.

Sponsorship opportunities and pre, during, and post-match sponsor activations are customized to meet your company's goals, and may include:

SPONSOR BENEFITS	FANFEST SPONSOR \$8,500	SHOWDOWN SPONSOR \$25,000 - \$100,000	PRESENTING SPONSOR \$175,000
Use of Showdown name and logo	X	X	X
Logo inclusion on homepage, ticket site	X	X	X
FanFest activation space	10x10	10x10	Custom Size
Branded activation (see next slide for opportunities)	Alternative to FanFest	X	X
P.A. mentions and display drivers	X	X	X
Reserved on-pitch access at Showdown	X	X	X
Product gifting for attendees	X	X	X
Product gifting for VIPs	X	X	X
Showdown press release, e-blasts, social media posts	X	X	X
Perimeter and entrance signage		X	X
Digital content highlighting your support		X	X
Featured product station in exclusive Players Lounge		X	X
Hospitality opportunities		X	X
Contesting		level dependent	X
Logo included on Showdown jersey, uniforms & merch		level dependent	X
Enhanced Showdown social media, including branded content captured and shared on @stevenash		level dependent	X
Opportunity for company representative to welcome crowd and introduce Steve at center pitch			X
Sponsor logo integration in Showdown logo			X

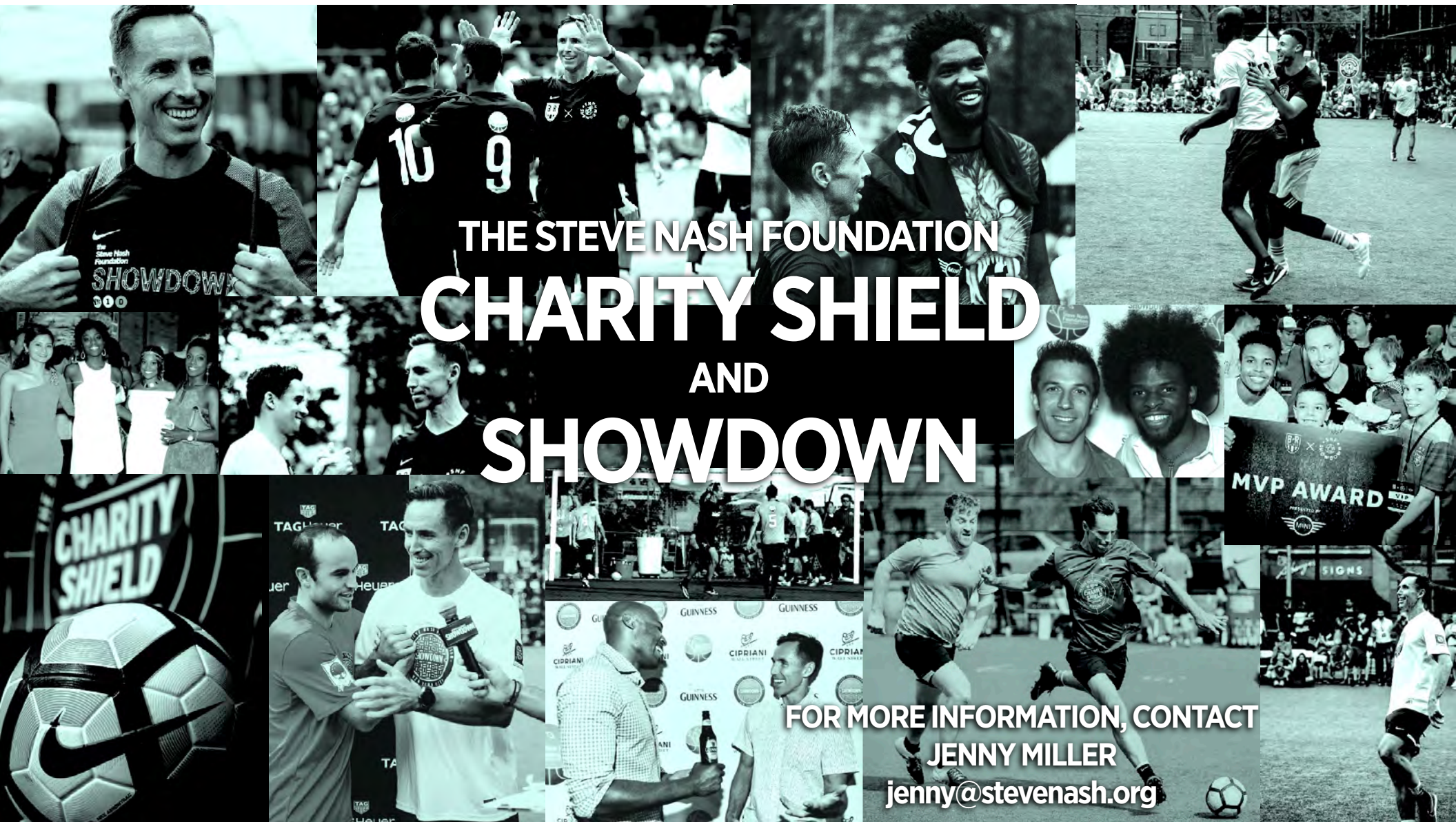


SHOWDOWN BRANDED ACTIVATION OPPORTUNITIES



- Player air and ground transportation
- VIP gift bag inclusion
- Sampling/premiums/merch store/customization
- Sponsored social media sweepstakes and contesting
- Custom-produced branded content posted on @stevenash, sponsor's own account, or other media platform
- Player breakfast and lunch
- FanFest activities
- Showdown Athlete Lounge
- Showdown Youth Clinic
- Coaches' Clinic
- Free community workout
- Hydration and/or water station
- Curated panel with Steve and other panelists
- Jersey patches
- Soccer balls
- Athlete apparel
- Halftime PK the Pros event
- Sponsored on-site contesting
- Post-game awards ceremony/branded award
- Players-only dinner
- Showdown After Hours
- Food trucks
- Water station and water bottles
- Staff and volunteer apparel
- . . . and more!





THE STEVE NASH FOUNDATION
CHARITY SHIELD
AND
SHOWDOWN

FOR MORE INFORMATION, CONTACT
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