

GNC  
LIVE

THE STEVE NASH FOUNDATION  
**SHOWDOWN**  
WEDNESDAY, JUNE 21, 2017 • NEW YORK



# SHOWDOWN 2017

NBA STARS. SOCCER'S BEST. OUR 10<sup>TH</sup> YEAR.

Born in the back of a New York City cab in 2008, Showdown is a uniquely organic charity soccer match featuring NBA and professional soccer players from around the world, led by two-time NBA MVP Steve Nash's passion for soccer and assists. Fast-paced, highly competitive, and a truly global event set within arms reach of thousands of fans, 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.

## NEW YORK CITY

SUMMERTIME IN THE CITY

Known for its electric diversity, New York City has proven to be the perfect setting for Showdown. The City's summer energy cultivates an environment that keeps our sponsors, athletes and attendees returning year after year to Showdown's home: Sara D. Roosevelt Park, a historic, intimate (and newly turf-ed) pitch nestled in a Lower East Side neighborhood. With bordering commercial districts mingling walk-up spectators with our loyal fans, Showdown's FanFest, free-to-the-public seating and pitch are the place to be on this hot summer night.





Founded by Steve in 2004, the Steve Nash Foundation builds on his community ethic, translating his legacy of assists to benefit underserved children around the world. A two-time NBA MVP and future Hall-of-Famer, Steve's unparalleled drive to ameliorate conditions for kids has positively impacted thousands and set the bar for authentic, meaningful athlete engagement in social causes.

## 2005

The Steve Nash Foundation publicly launches with its first event, the Charity Classic. For the next three years, Steve hosts matches across Canada, raising funds and awareness for child-focused health and education services.

**\$500k+** RAISED BY PLATFORM

## 2008

Steve and co-conspirators create Showdown, an eight-a-side soccer match between professional futbol and NBA athletes. The inaugural match draws thousands, and has grown each year.

**SHOWDOWN IS BORN**

## 2013

Showdown doubles up and travels west, bringing the beautiful game – along with Jeremy Lin, Klay Thompson, Robbie Rogers, and Robbie Keane – from NYC to L.A.'s Red Shield Community Center, an SNF grantee.

**SHOWDOWN EXPANDS**

## 2016

SNF's new platforms – bringing early childhood development science to dads, and physical literacy programs to 9-12 year olds – launch, expanding our impact and reach.

**NEW PLATFORM**



## 2006

SNF's first project in Paraguay, a post-operative pediatric cardiology ward, opens. Expansion in 2009 creates a hospital program designed to address mortality rates from cervical cancers in young girls.

**2,338** PATIENTS TREATED IN THE FIRST TWO YEARS

## 2011

SNF's early education platform, Educare Arizona, opens to 182 infants, toddlers, preschoolers and their families in Phoenix, and establishes itself as the southwest connection to the national Educare Learning Network.

**\$2mil+** INVESTED

## 2015

SNF expands emphasis on bringing translative science into effect for children, applying leading research to scalable, integrated platforms to maximize health outcomes. New models in development for roll-out in 2016.

**10<sup>TH</sup> SHOWDOWN IN 8 YEARS**

## 2017

**Every assist matters, especially yours.** We make it easy for you to make a meaningful difference – join us at Showdown as we continue to grow health in kids.



# SHOWDOWN & SOCIAL IMPACT

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...

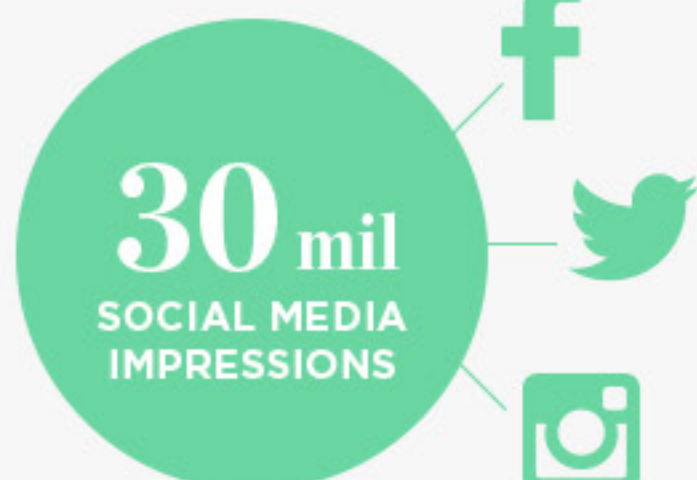




# MAXIMIZE YOUR EXPOSURE

With Showdown, branding opportunities go well beyond game day. Your company's involvement is amplified through digital and traditional media strategies extending for months leading up to Showdown, 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 the reputation around the world.

IN 2016  
WE HAD



**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.



# ACTIVATION OPPORTUNITIES

Beginning with our spring press launch, Showdown abounds with opportunities for meaningful sponsor activations, both on and off the pitch. Tailored to provide your company with consumer engagement exceeding your goals, Showdown sponsorships allow your brand to take a starting role with world-class athletes and fans around the world, and may include:

## PRE-MATCH

With the announcement of Showdown '17, countless opportunities for brand activation arise: from social media integration and contesting to Player Lounge engagement, your brand can expand into new markets, reaching new demographics in unique ways.

- ONLINE CONTEST SITE
- TEAM SPONSORSHIP
- SOCIAL MEDIA INTEGRATION
- PLAYER VIP LOUNGE
- LIVE FAN CHAT
- BRANDED INSTAGRAM BOOTH

## AT THE PITCH

With FanFest's robust crowds, and our pre-game youth soccer clinic, Showdown's venue comes to life. As the players arrive, excited fans and credentialed media clamor to hear from the guys themselves; the on-field presentation of the Spirit of Showdown Award kicks things off, and the game is capped by a raucous Player of the Match announcement and award.

- FAN FEST
- PLAYER AWARD PRESENTATIONS
- PRE-GAME YOUTH ACTIVITY CLINIC
- OFFICIAL APPAREL SALES
- LIVE STREAM
- PRE-GAME MEDIA SCRUM

## AFTER PARTY

After the match, the participants are treated to a players-only dinner followed by an exclusive after party at a local hot spot. This is a great opportunity for your brand to get in front of these world class players in a more intimate environment.

- TRANSPORTATION PROVIDER
- ENTERTAINMENT PRESENTER
- STEP & REPEAT BRANDING
- OFFICIAL SPIRITS PROVIDER
- LUXURY GIFTING
- BRANDED INSTAGRAM BOOTH





# SPONSORSHIP OPPORTUNITIES

Showdown offers integrated activation opportunities across traditional and social media to our corporate supporters. By sponsoring the Showdown, you also align your company with an immensely respected celebrity and a meaningful cause. Below are some examples of sponsorship packages and the activations they may include.

## SHOWDOWN PRESENTING SPONSOR

### \$200,000

Sponsor name incorporated in the event name: "The Steve Nash Foundation Showdown, presented by YOU"

Category exclusivity

Pre and Post-match social media engagement from both SNF and Steve Nash's Twitter(2.4M followers), Facebook(3.01 M followers) and Instagram (583k followers)

Access to and use of logos and images associated with Showdown NYC '17, SNF, and Steve Nash

Reserved VIP field-side seats for ten (10)

Reserved 10x20 branded activation area for on-site fan integration, product demonstration, and sampling

Premium event signage on all four sides of pitch, event entrance, and VIP & Media credentials

Access for two (2) personnel to the exclusive Showdown Athlete Lounge, for event day photo with Steve Nash

Provision of and access to photographs of sponsorship activation and logo placement on Showdown website

Opportunity to include messaged product in all VIP gift bags and athlete kits

Opportunity to co-brand and sell merchandise in cooperation with SNF for charitable benefit

Inclusion on all pre- and post-event press releases, as well as a dedicated press release announcing brand as presenting sponsor

Opportunity to activate co-branded national or international online contest with Showdown grand prize

Logo incorporation on all player jerseys and souvenir t-shirts

Opportunity to participate in Showdown's spring press launch in NYC

Promotional opportunity on all Showdown ticket receipts

## BROADCAST SPONSOR

### \$100,000

Official Broadcast Sponsor of the Steve Nash Foundation Showdown

Category exclusivity

Pre and Post-match social media engagement from both SNF and Steve Nash's Twitter(2.4M followers), Facebook(3.01 M followers) and Instagram (583k followers)

Access and use of logos and images associated with Showdown NYC '17, SNF, and Steve Nash

Reserved VIP Access for six (6)

Reserved 10x20 branded activation area for on-site fan integration, product demonstration, and sampling

Premium event signage on all four sides of the pitch and event entrance

Access to the exclusive Showdown Athlete Lounge for behind-the-scenes content generation and interviews

Provision of and access to photographs of sponsorship activation and logo placement on Showdown website

Opportunity to include messaged product in all VIP gift bags and athlete kits

Opportunity to co-brand and sell merchandise in cooperation with SNF for charitable benefit

Inclusion on all pre- and post-event press releases

Branded interview corner with Step and Repeat/Athlete interview backdrop

Opportunity to brand and present a pre-match Showdown Q/A with athletes, live or for contest

Reserved premium field-side location for filming

Reserved parking for production vehicle and crew

## FANFEST PRESENTING SPONSOR

### \$100,000

Official Presenting Sponsor of FanFest at Sara D. Roosevelt Park

Category exclusivity

Pre and Post-match social media engagement from both SNF and Steve Nash's Twitter(2.4M followers), Facebook(3.01 M followers) and Instagram (583k followers)

Access and use of logos and images associated with Showdown NYC '17, SNF, and Steve Nash

Reserved VIP Access for six (6)

Reserved 10x20 branded activation area for on-site fan integration, product demonstration, and sampling

Premium event signage on all four sides of the pitch and event entrance

Access for two (2) personnel to the exclusive Showdown Athlete Lounge, for event day photo with Steve Nash

Provision of and access to photographs of sponsorship activation and logo placement on Showdown website

Opportunity to include messaged product in all VIP gift bags and athlete kits

Opportunity to co-brand and sell merchandise in cooperation with SNF for charitable benefit

Inclusion on all pre- and post-event press releases

Opportunity to brand bleacher seating

Opportunity to brand 10x10 zone at VIP check-in and provide branded gift bags

## ATHLETE LOUNGE OR AFTER PARTY SPONSOR

### \$30,000

Official sponsor of Athlete Lounge or After Party hosted by Steve Nash

Category Exclusivity

Pre and Post-match social media engagement from both SNF and Steve Nash's Twitter(2.4M followers), Facebook(3.01 M followers) and Instagram (583k followers)

Access and use of logos and images associated with Showdown NYC '17, SNF, and Steve Nash

Reserved VIP Access for four (4)

Opportunity to co-brand and sell merchandise in cooperation with SNF for charitable benefit

Branding on Showdown NYC '17 marketing and PR materials

Provision of and access to photographs of sponsorship activation and logo placement on Showdown website

Opportunity to include messaged product in all VIP gift bags and athlete kits

Additional assets included in FanFest Activation Sponsorship

## FANFEST ACTIVATION SPONSOR

### \$10,000

SEE NEXT SLIDE  
FOR MORE DETAILS

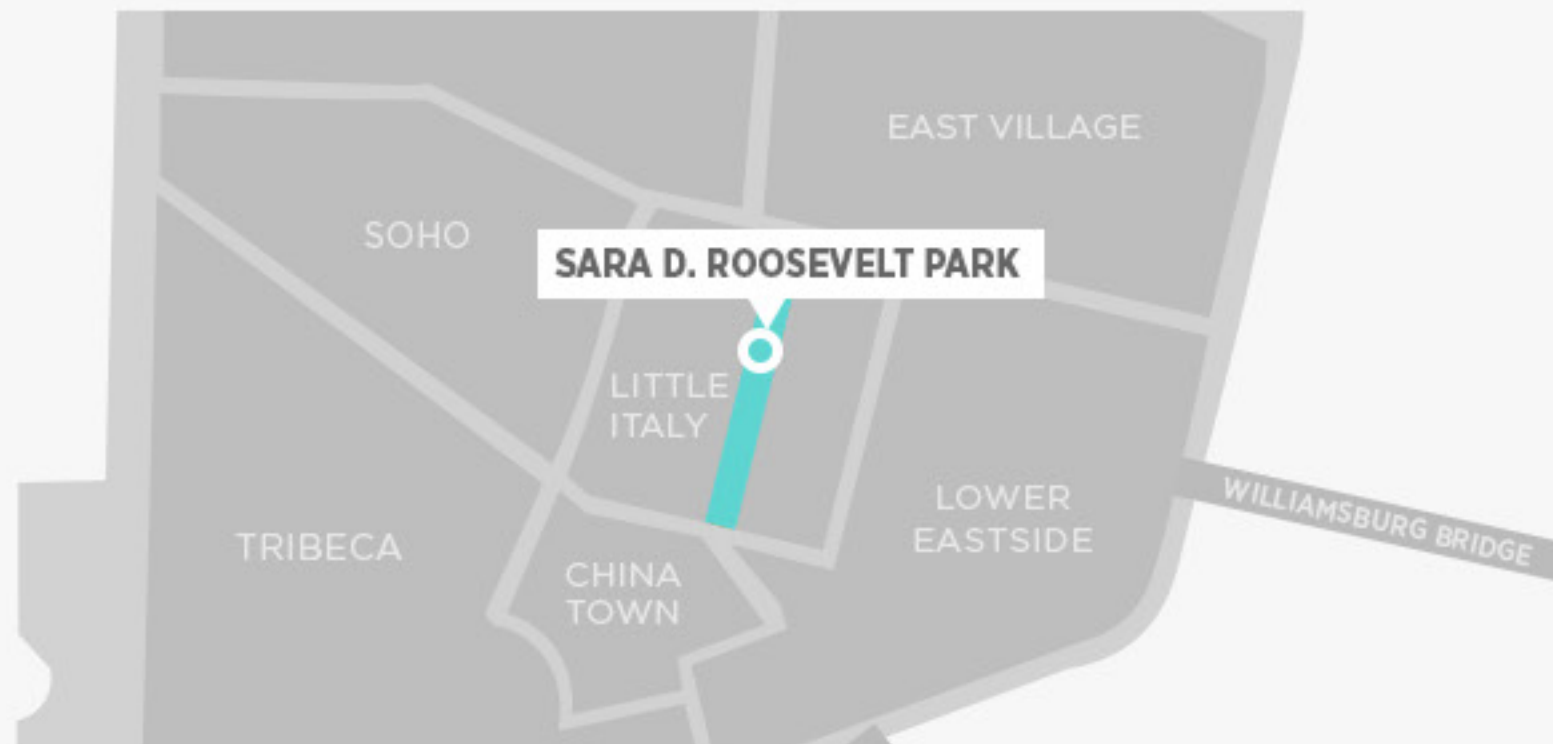


# THE FANFEST ACTIVATION SPONSORSHIP

The Steve Nash Foundation Showdown FanFest will be bustling with Showdown's sponsors and the thousands of patrons interacting with YOU! Product sampling, registration, demonstration and sales opportunities highlight our sponsors' integral relationship to Showdown and the Foundation's charitable work, introducing your company in a personal activation that reinforces the public's positive emotional connection to your product, service and brand. Provided is a sector map of Sara D. Roosevelt Park and FanFest's activation points.

## \$10,000 SPONSORSHIP OPPORTUNITY

- Opportunity to distribute gift bags and product to spectators of FanFest
- Company logo on Showdown website
- 10 X 10 activation zone at FanFest
- Photography of sponsorship activation
- Public announcements & display drivers
- Social media opportunities & more!







THE STEVE NASH FOUNDATION  
**SHOWDOWN**

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**JENNY MILLER**  
jenny@stevenash.org