



THE STEVE NASH FOUNDATION
SHOWDOWNS
NEW YORK CITY

THE STEVE NASH FOUNDATION SHOWDOWN






THE 13TH ANNUAL STEVE NASH FOUNDATION SHOWDOWN



IN THIS DECK:

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



[CLICK TO PLAY](#)



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 neurodevelopment, physical literacy, and trauma-informed care, SNF continues Steve's assists off the court.

Join us.

Learn more at stevenash.org.





SHOWDOWN EVENT OVERVIEW



RUN OF SHOW

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: 2p - 5:30p

athletes and influencers meet and mingle in an exclusive penthouse space, enjoying gifting, select media access, and a lounge area to pick-up game day kits and relax until kick-off

FREE YOUTH CLINIC(S): 4p -6p

60-70 participants, ages 7-13, from local non-profit soccer and basketball orgs learning from professional coaches

THE MATCH: 6:30p - 8:15p

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

COPA/EURO/WC WATCH PARTY: 9p - 10:45p

fans continue to celebrate the beautiful game at a favorite location, with giveaways and more

AFTER HOURS: 10p - ?

players and invited guests unwind and celebrate the day

*date pending approval by Parks Dep't





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 - it'll be an assist you'll never forget.



DIRK NOWITZKI



TIMOTHY WEAH



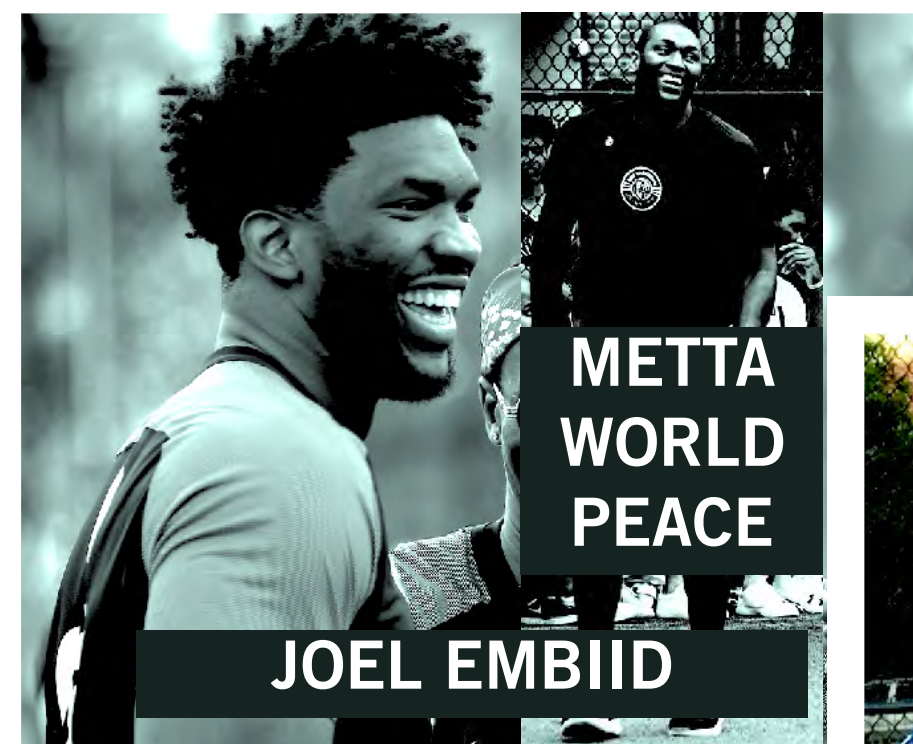
CLAUDIO REYNA



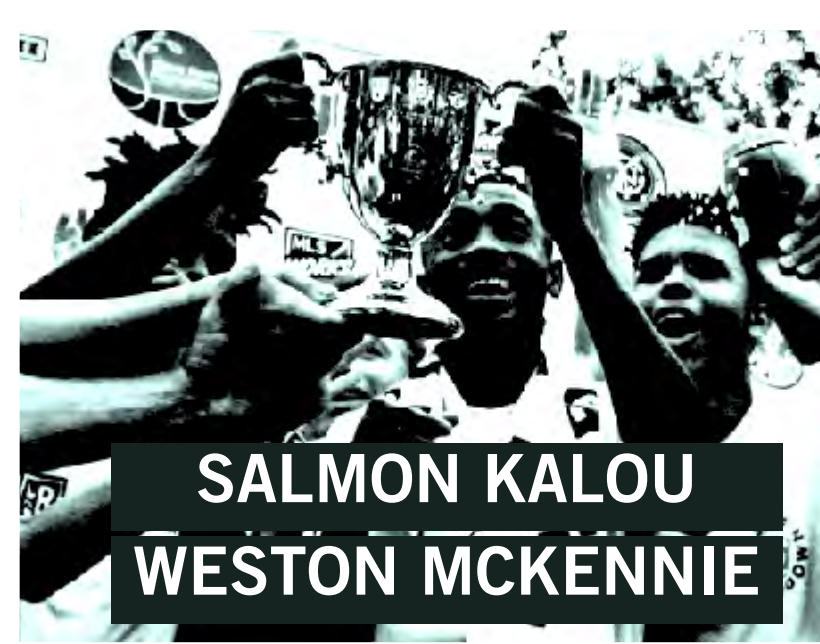
LANDON DONOVAN



**BRIAN MCBRIDE
KLAY THOMPSON**



**METTA
WORLD
PEACE
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
MAURICE EDU
MATHIEU FLAMINI
THIERRY HENRY
STU HOLDEN
SALOMON KALOU
ROBBIE KEANE

KYLE MARTINO
WESTON MCKENNIE
STEVE MCMANAMAN
JOHN O'BRIEN
CLAUDIO REYNA
GIOVANNI REYNA
GIUSEPPE ROSSI
PATRICK VIEIRA
TIMOTHY WEAH
JAVIER ZANETTI

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 (966k followers)
 - Twitter (2.4m followers)
 - Facebook (3.1m followers)
- Steve on-air in broadcast and media appearances
- 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

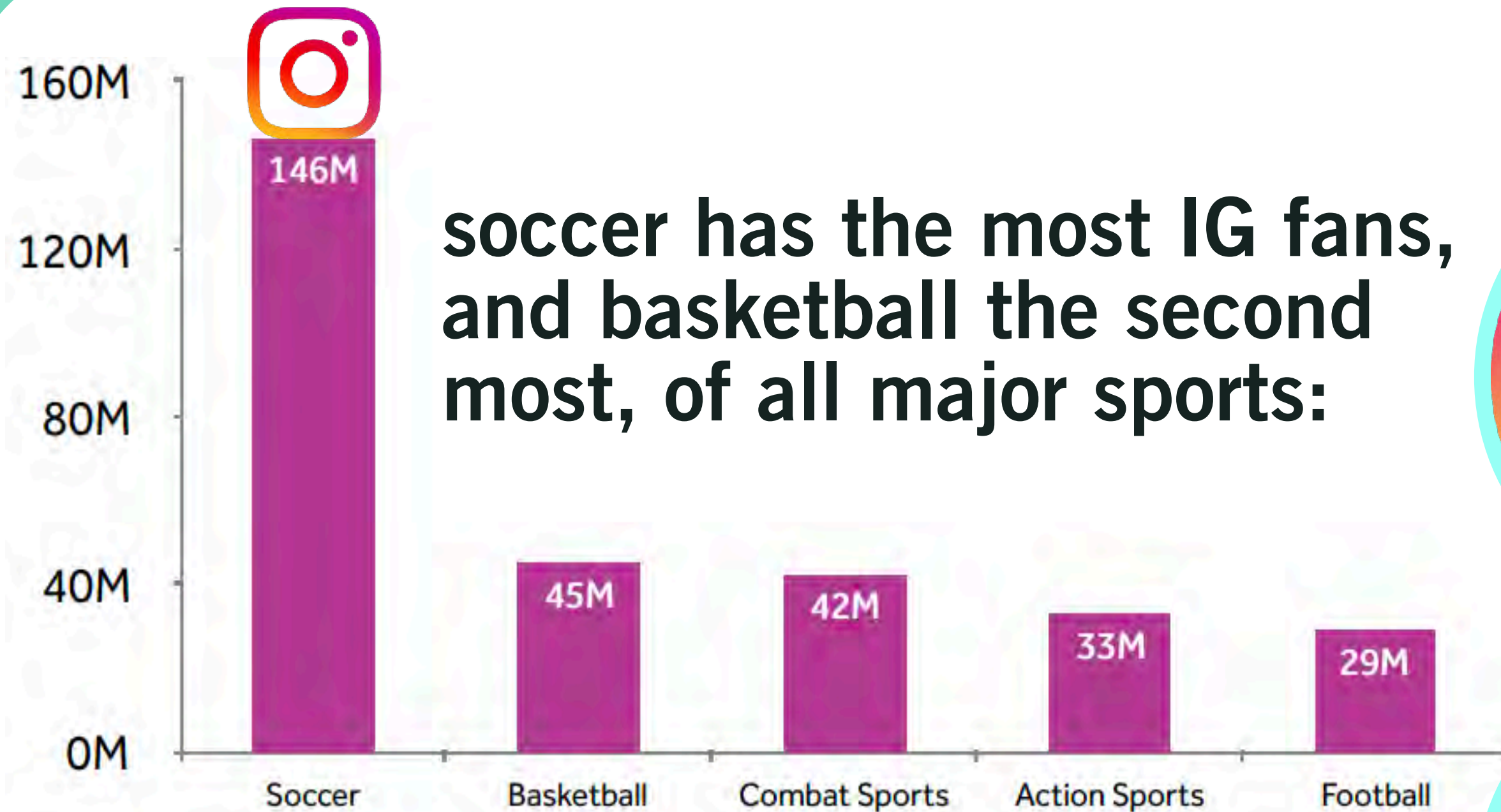
- Recap sizzle on Showdown site and Instagram
- Player highlights from game sent to each player for posting on social
- Highlights and sponsor thank you's on @stevenashfdn and @stevenash social accounts
- Images and event writeup sent to media list immediately post event

fall

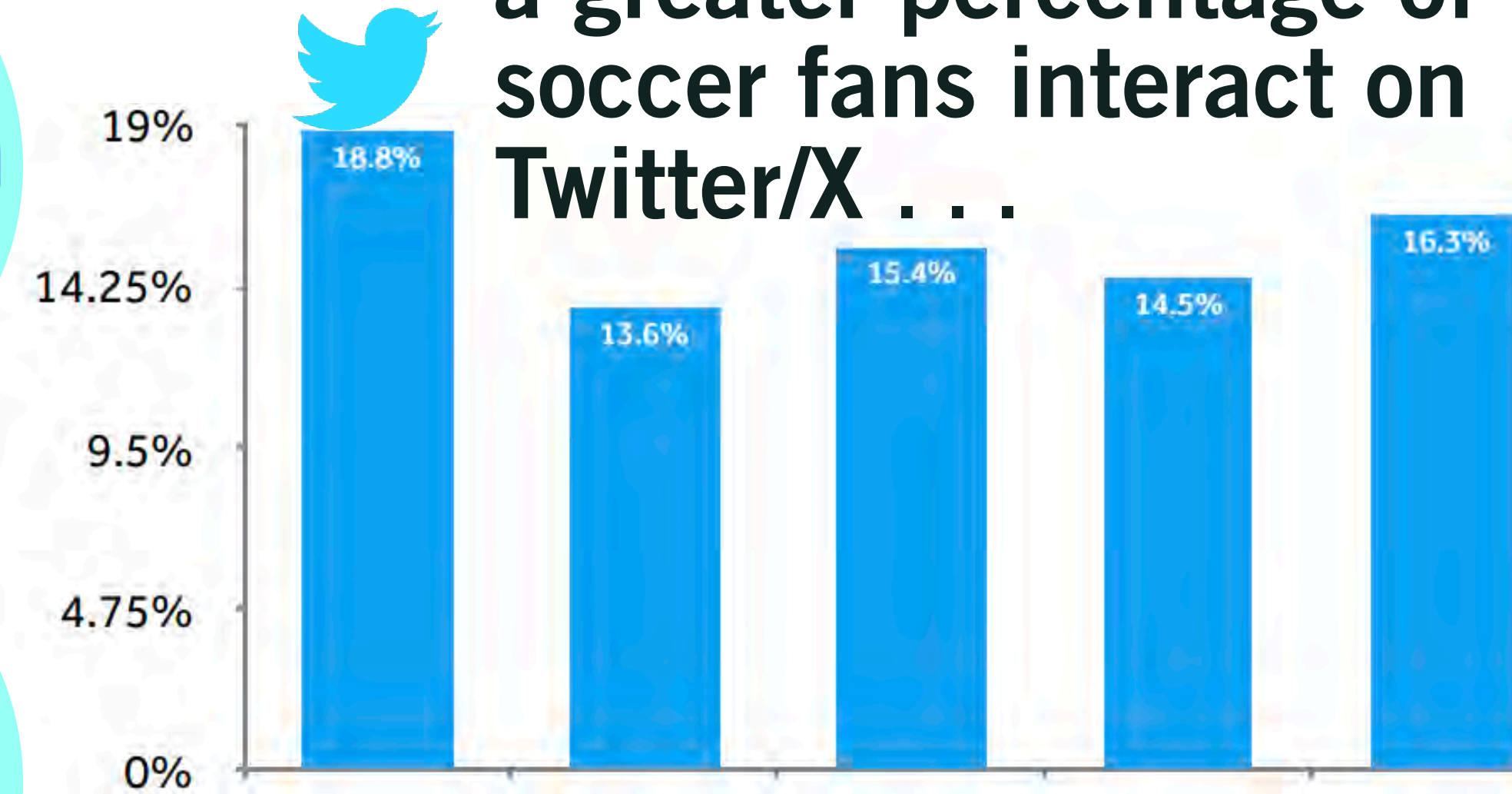


Soccer fans are social . . .

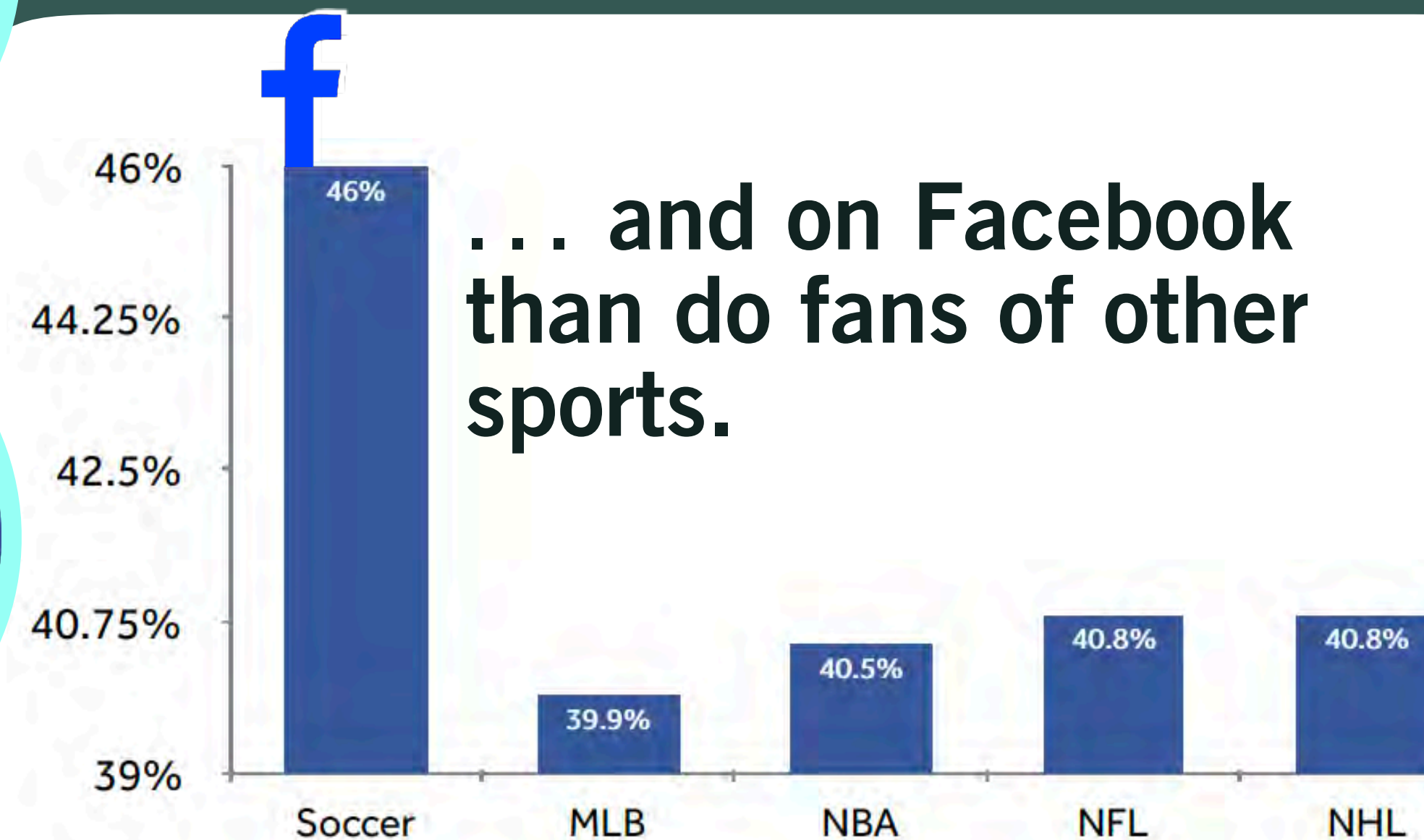
and they're more socially active than any other sports fans, but basketball fans come close:



a greater percentage of soccer fans interact on Twitter/X . . .



. . . and on Facebook than do fans of other sports.

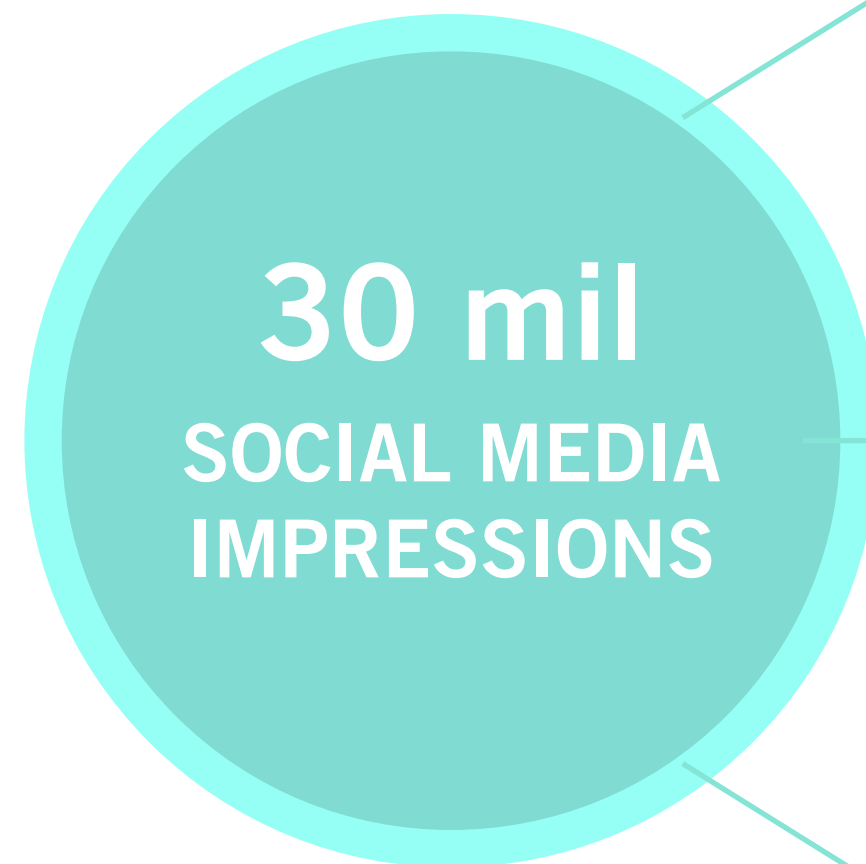
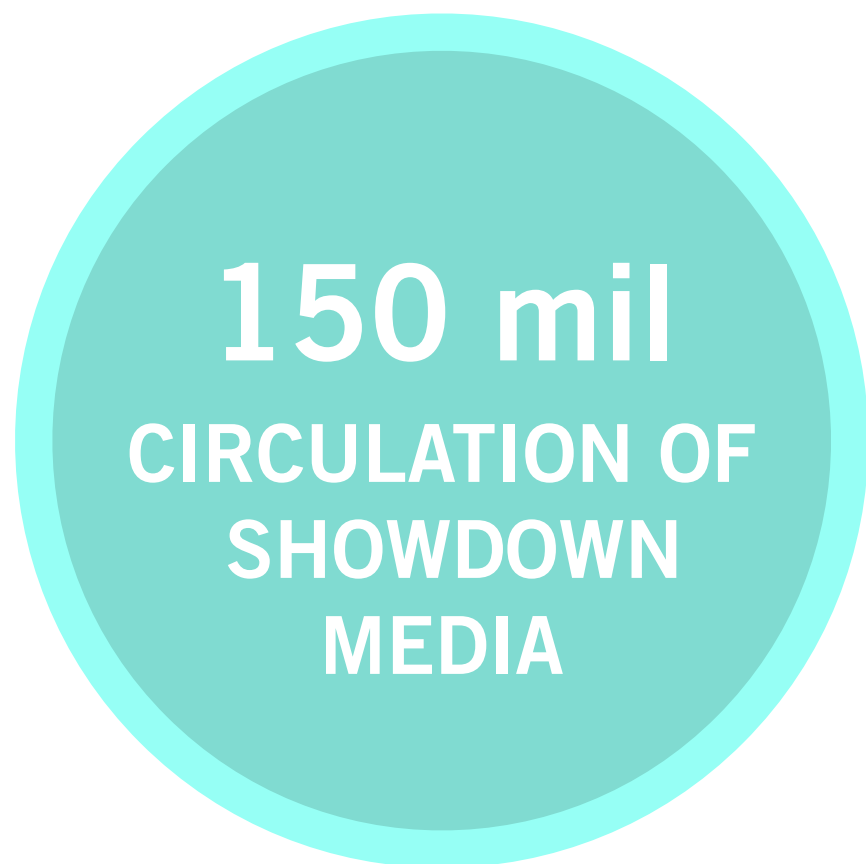




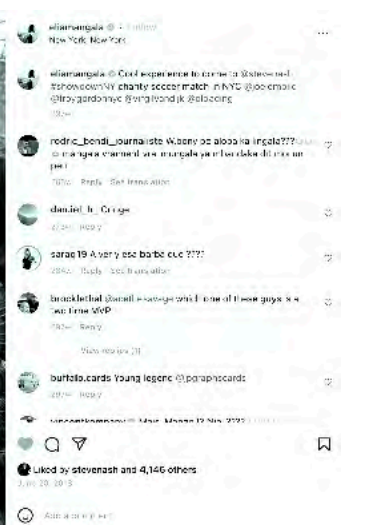
SHOWDOWN PRESS COVERAGE + SOCIAL SHARING



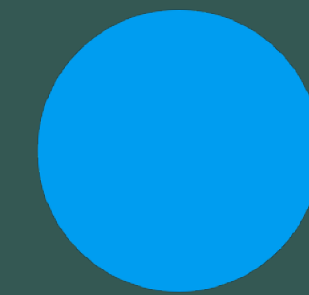
For 13 summers, Showdown has received extensive coverage from traditional sports media, as well as local, national and entertainment media who attend the event, resulting in over **300m media impressions per year:**



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



Approximately 100 members of the press are credentialed for Showdown annually, from publications and outlets including:





SHOWDOWN CURATED CONTENT AND DOCUMENTARY



With 13 years and 14 Showdowns of incredibly unique sports content to celebrate, SNF's upcoming *Showdown: History & Highlights of This Beautiful Game* will feature interviews and footage of our most unforgettable stars and their shining moments, and go deeper into the culture of Showdown with stories and oral histories from some of sports greatest personalities. Branded placement and creative integrations available to Showdown sponsors.





SHOWDOWN CORPORATE SUPPORT + BRAND REACH



Showdown has enjoyed support of some of the world's top brands, including:



Microsoft



GNC



GUINNESS

GIRARD-PERREGAUX



ROBERTO COIN

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



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 excitement, and post-event 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 \$15,000 | SHOWDOWN SPONSOR \$25,000 | PRESENTING SPONSOR \$150,000 |
|---|-----------------------------|------------------------------|---------------------------------|
| 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 |
| Showdown press release, e-blasts, social media posts | | X | X |
| Perimeter and entrance signage | | X | X |
| Contesting | | X | X |
| Digital content highlighting your support | | X | X |
| Sponsor logo integration in Showdown logo ("Presented by") | | | X |
| Logo included on Showdown jersey, uniforms & merch | | | X |
| Featured product station in exclusive Players Lounge | | | X |
| Opportunity for company representative to welcome crowd and introduce Steve at center pitch | | | X |
| Enhanced Showdown social media, including branded content captured and shared on @stevenash | | | X |
| Hospitality opportunities, hosted by Steve | | | 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 Players Lounge
- Showdown Youth Clinics
- Coaches' Clinic
- Free community workout
- Hydration and/or water station
- Curated panel with Steve and other panelists
- Jersey patches
- Soccer balls
- Athlete apparel
- Halftime show
- 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!



SHOWDOWN



THE STEVE NASH FOUNDATION

SHOWDOWN

FOR MORE INFORMATION, CONTACT
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