



**THE STEVE NASH FOUNDATION SHOWDOWN**  
**DECEMBER 12, 2025 \* PHOENIX, AZ**





# THE STEVE NASH FOUNDATION

## WHAT WE DO



Founded by NBA MVP, Phoenix Suns Ring of Honor Member, and Basketball Hall of Fame'r 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, in Phoenix and around the world.

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](http://stevenash.org).







# SHOWDOWN THE GAME + THE PLAYERS

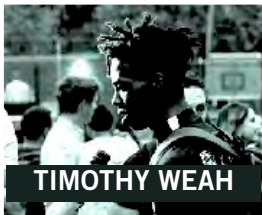


Born in the back of a New York City cab in 2008, Showdown has the organic feel of a pick-up match with the star-power of the biggest names in the NBA and international pro soccer. A perennial favorite on the summer calendar, Showdown is an unparalleled opportunity for sponsors to be part of the beautiful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

Be there 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 2025 roster of sponsors - it'll be an assist you'll never forget.



DIRK NOWITZKI



TIMOTHY WEAH



CLAUDIO REYNA



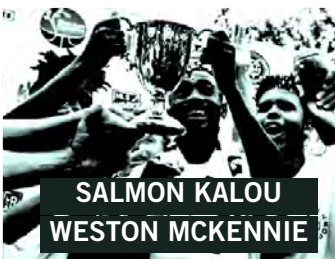
LANDON DONOVAN



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  
COACH BEARD  
CHARLIE DAVIES  
ALESSANDRO DEL PIERO  
LANDON DONOVAN  
MAURICE EDU  
MATHIEU FLAMINI  
THIERRY HENRY  
STU HOLDEN  
SALOMON KALOU  
ROBBIE KEANE

TED LASSO  
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 TAKES TO THE STREETS



Fans come out at Showdown every year to support the cause and watch their favorite players, closer than ever before. Footballers from around the world, with their skills and passion on display for all to see.

This summer, we teamed with Street FC to take Showdown onto the blacktop, showcasing the myriad styles and places of play it inhabits. This is the beautiful game, out of the arena, into public parks and spaces.

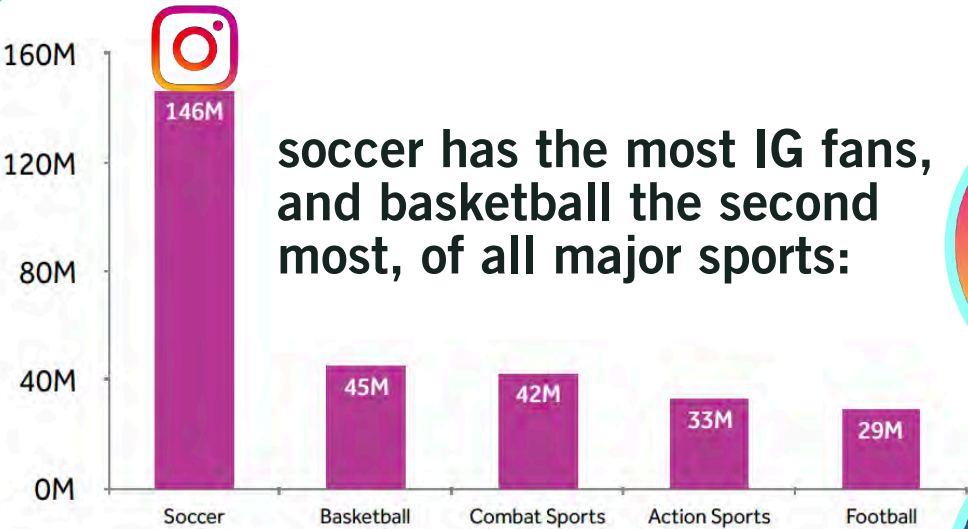
After 13 Showdowns in NYC, we're ready to volley in the Valley.

Don't miss this.



Soccer fans are social . . .

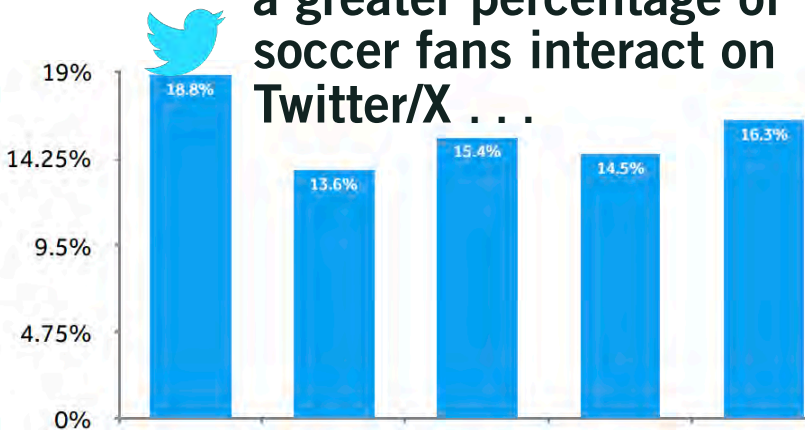
and they're more socially active than any other sports fans, but basketball fans come close:



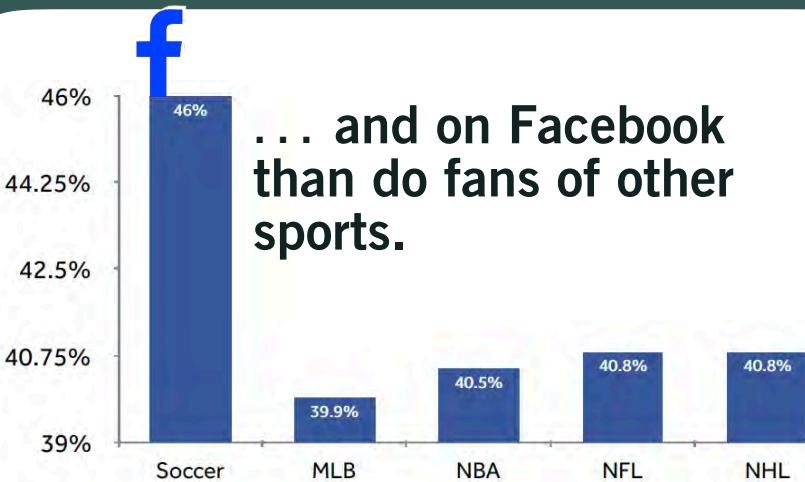
soccer has the most IG fans, and basketball the second most, of all major sports:



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



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



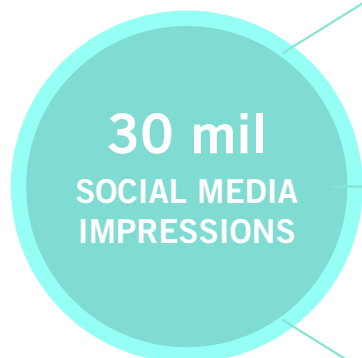
\* B/R Football, 2018



## SHOWDOWN PRESS COVERAGE + SOCIAL SHARING



For 13 years, 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:



USA TODAY™





## SHOWDOWN CORPORATE SUPPORT + BRAND REACH



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



Microsoft



jetBlue



GNC



LEGENDS



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 PHX 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, in-game engagement, 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 are customized to meet your company's goals, and may include:

SPONSOR BENEFITS	SOCIAL SPONSOR \$20,000	COMMUNITY SPONSOR \$30,000	SHOWDOWN SPONSOR \$50,000	PRESENTING SPONSOR \$175,000
Use of Showdown name and logo	X	X	X	X
Logo inclusion on Showdown website	X	X	X	X
Inclusion in Showdown pre-event e-blast	X	X	X	X
Social media mention from @stevenashfdn + @stevenash	X	X	X	X
Courtside access at Showdown	X	X	X	X
Product or coupon gifting via dedicated e-blast, Insta story or FB post via @stevenashfdn	X	X	X	X
On-site PA announcements and calls to action		X	X	X
On-site signage		X	X	X
Product gifting for attendees and kids		X	X	X
Product gifting for VIP participants and athletes			X	X
Contesting			X	X
Branded on-site activation (see next slide for opportunities)			X	X
Digital content highlighting your support shared via @stevenash			X	X
Sponsor logo integration in Showdown logo ("Presented by")				X
Logo included on Showdown jersey				X
Featured product station in exclusive Players Lounge				X
Opportunity for company representative to present awards				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
- 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!





# THE STEVE NASH FOUNDATION SHOW DOWN



FOR MORE INFORMATION, CONTACT  
JENNY MILLER @ [jenny@stevenash.org](mailto:jenny@stevenash.org)



## THE STEVE NASH FOUNDATION SHOWDOWN