

THE STEVE NASH FOUNDATION SHOWDOWN

FRIDAY, DECEMBER 12TH PHOENIX, ARIZONA

*Pending Parks approval.

YOUTH SPORTS have been over-commercialized at the expense of our kids' health. Science details the impact youth sports can have on confidence, resilience, habits, executive function, skill acquisition and long-term health outcomes. Sadly 70% of kids quit by the age of 13, many no longer finding the experience fun due to the increasing pressures and professionalization of youth sports. Concurrent accessibility barriers like high costs and limited infrastructure compound the problems, and the harm to kids.

THE STEVE NASH FOUNDATION SHOWDOWN, created in 2008, brings professional soccer players from all over the world together with Steve for free-to-the-public matches in support of our work for kids.

FUNDS RAISED increase access to resources that grow health, joy, and empowerment in underserved communities.

IN PHOENIX, our Showdown goal is to make soccer available to every child that wants to play in the metro Phoenix area, creating a legacy of inclusion and opportunity for our most valuable MVPs.

JOIN US to create a more equitable and fun-focused youth sports landscape.

BECOME A SPONSOR.

KICK OFF SHOWDOWN - we're recruiting founding sponsors to power this annual community event as it grows. Please join us with financial and value-in-kind support to help open more pathways to play.

TEAM UP WITH STEVE.

TO JOIN OUR SPONSOR ROSTER, reach out to us at jenny@stevenash.org.

stevenash.org/showdown

SPONSORSHIP OPPORTUNITIES

In 13 years of Showdown, our sponsors have spanned verticals from media to apparel, tech to luxury, transport to food and bev. We love tailoring packages that highlight a brand's commitment to community, and provide customized activation and hospitality opportunities found nowhere else. Contact us today for yours.

SAMPLE SPONSORSHIP TIERS

In addition to the assets below, all Showdown sponsors receive the following benefits:

- logo inclusion on Showdown homepage
- sponsor inclusion in pre-event e-blast
- social media mention from @stevenashfdn
- courtside access at Showdown

SOCIAL SPONSOR \$20,000

- above-listed assets
- product or coupon gifting via dedicated e-blast, Instagram story and/or @stevenashfdn Facebook post
- one Showdown Facebook post + one Instagram story from @SteveNash tagging sponsor



COMMUNITY SPONSOR \$30,000

- above-listed assets
- on-site signage
- on-site PA announcements for brand exposure and calls to action
- dedicated Instagram story and/or @stevenashfdn Facebook post
- product gifting for attendees and kids



SHOWDOWN SPONSOR \$50,000

- all above-listed assets
- branded on-site activation
- social and/or on-site contesting
- product gifting for VIP participants and athletes
- digital content highlighting your support posted on @stevenash and @stevenashfdn accounts
- additional courtside access for contesting or hospitality

