

# LEGENDS OF BASKETBALL SHOWCASE

PARTNERSHIP OPPORTUNITIES





# LEGENDS OF BASKETBALL SHOWCASE

The Legends of Basketball Showcase is a new event launching at the house that MJ built! This event will be the only annual college basketball 4-game showcase in Chicago featuring former NBA legends now coaching in the collegiate ranks.



- Game 1: Northern Iowa vs Towson
- Game 2: George Mason vs Tulane
- Game 3: Dayton vs Wyoming
- Game 4: Vanderbilt vs NC State

**Date:** Saturday, December 17<sup>th</sup>, 2022  
**Location:** United Center, Chicago, IL  
**Network:** CBS Sports Network





# LEGENDS OF BASKETBALL TIP-OFF PARTY

## THE WHO'S WHO IN CHICAGO BASKETBALL

The Legends of Basketball Tip-Off Party will bring out former NBA players with a connection to both the participating schools as well as the city of Chicago. Taking place at Untitled Supper Club in Chicago's River North neighborhood, this party will be THE place to be for basketball fans, and alumni of participating schools before a full Saturday of college hoops!

Date: **Friday, December 16<sup>th</sup>, 2022**

Time: **7pm-11pm CST**

Location: **Untitled Supper Club, Chicago, IL**

# DELIVERABLES AND INVESTMENT

## OPTION A

### LEGENDS OF BASKETBALL TIP-OFF PARTY

- Designation as title partner of the Legends of Basketball Tip-Off Party including up to fifty (50) tickets to the party for staff, clients, etc. (i.e.: “\_\_\_\_\_ Legends of Basketball Tip-Off Party”)

### LEGENDS OF BASKETBALL SHOWCASE

- Designation as official partner of the Legends of Basketball Showcase quadruple header
- Full event IP rights (with pre-approval)
- In-venue branding:
  - On-court TV-visible static logos on each baseline (2)
  - Four (4) minutes of TV-visible LED courtside rotational signage per game
  - Ribbon board and Jumbotron integration
- Up to fifty (50) game tickets to each session of the Event (100 tickets total for the day)
- Dedicated space on the concourse for brand ambassadors to activate via sampling, giveaways, data capture, etc.
- On-court activation during a stop in gameplay (i.e.: military, activation, community/youth involvement, free throw contest, etc.)

**2022 INVESTMENT: \$55,000**

# DELIVERABLES AND INVESTMENT

## OPTION B

### LEGENDS OF BASKETBALL TIP-OFF PARTY

- Designation as presenting partner of the Legends Friday Night Player Party including up to forty (40) tickets to the party for staff, clients, etc. (i.e.: **“Legends of Basketball Friday Night Player Party presented by \_\_\_\_\_”**)

### LEGENDS OF BASKETBALL SHOWCASE

- Designation as participating partner of the Legends of Basketball Showcase quadrupleheader
- Full event IP rights (with pre-approval)
- In-venue branding:
  - Four (4) minutes of TV-visible LED courtside rotational signage per game
  - Ribbon board and Jumbotron integration
- Up to twenty-five (25) game tickets to each session of the Event (50 tickets total for the day)
- Dedicated space on the concourse for brand ambassadors to activate via sampling, giveaways, data capture, etc.
- On-court activation during a stop in gameplay (i.e.: military, activation, community/youth involvement, free throw contest, etc.)

**2022 INVESTMENT: \$30,000**