

**The Chicagoland  
All-Star Classic Weekend**  
benefiting **The Support Group**

*A Great Week  
for a  
Great Cause*

**Partnership Opportunities**

*2012*



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# The Support Group Overview

**The Support Group (TSG)** is a 501(c)3 not-for-profit organization serving over 15,000 Chicago area at-risk youth since 1989. TSG is dedicated to providing youth with empowerment programs and services relevant to urban communities.

TSG offers educational, cultural and recreational programs for at-risk youth through after-school enrichment programs. The Support Group works directly with students on a daily basis throughout the year providing academic support and counseling.

**The mission of The Support Group**, is to execute programs which provide the best opportunities for youth to understand the importance of excelling academically and athletically. Emphasis is placed on academic success, test-taking skills, athletic conditioning, leadership, and character building.

TSG establishes partnerships with businesses, community and faith-based organizations in an effort to provide ongoing support to youth, through empowerment programs.

**Your financial investment positively impacts the lives of students in underserved communities.**



# TSG programs provide an enriching environment for youth

**Team Rose Basketball Camp & Back To School Pep Rally** – A free one camp for 300 Chicago land youth week focused on teaching Basketball fundamentals . The event will also include a pep rally stressing the importance of education and encourages parents to make sure their children are in school on the first day of the new school year. We believe in order to achieve the dream you must have a solid academic foundation.

**After School Program** – Offers tutoring, computer training, mentoring, life-skills training, job training, media-arts training, dance lessons, music production, Entrepreneurship workshops, sporting activities and parenting classes. .

**Lunch With A Leader (LWL)** – Affords youth the opportunity to network with business and community leaders.

**Biz Boot Camp** – A program designed to light the entrepreneurial spark in teens. Executives, managers, entry level employees and investors must be able to make sound decisions, use information wisely, recognize opportunities, state Their ideas and thoughts clearly, work with complexity, reason and open mindedness.

**Teen Summit** – Encourages teens to become advocates for peace in their communities & schools.

**Chicagoland All-Star Classic Game** - An exciting weekend of events and activities brings together the community for a great weekend and a great cause.



# The CLASC Overview

The Support Group's Annual Chicagoland All-Star Classic (CLASC), is an exciting weekend of events and activities for all ages. Combining athletics, education, entertainment, and family fun, The CLASC brings together students, professional athletes, entertainers, business and community leaders for a great weekend and a great cause.

The CLASC unites past and present NBA players from across the country in support of TSG's annual fund-raising events, and to play in The CLASC Game.

The 2012 CLASC Weekend will consist of the following events:

- Chicagoland All Star Classic Basketball Camp
- Take Charge! Teen Empowerment Summit & College Fair
- Comedy Show
- NBA Sanctioned Basketball Game
- Celebrity Softball Game
- Golf Outing

The Chicagoland All-Star Classic Weekend is an annual fund-raising effort which affords TSG the resources to execute year-round programs which positively impact it's youth participants.

# 2012 CLASC Weekend At-A-Glance

## **The Chicagoland All-Star Classic Basketball Camp**

**Monday - Thursday**

250 boys and girls from across the Chicagoland area will participate in a FREE basketball clinic hosted by NBA athletics.

## **Teen Empowerment Summit**

**Friday**

1000 of Chicago's teens participate in a day of self expression and information sharing regarding topics of self-esteem, career exploration, higher education, financial literacy and other youth related issues.

## **CLASC Comedy Show**

**Friday**

Local and national comedians perform for an audience of more than 1,200 at the official CLASC Comedy show with a variety of entertainment provided as a full fashion show rounds out the evening.

## **Chicagoland All-Star Game**

**Saturday**

The C.L.A.S.C. basketball game is the second largest game in the country and the only NBA sanctioned game ran by a not-for-profit. More than 20 of the NBA's finest come together to showcase their talents for 12,000+ individuals at the United Center in support of this fundraising initiative. Youth programs from across the city will provide "Timeout Talent" and a national recording artist will perform at the conclusion of the game.

## **Celebrity Softball Game**

**Sunday**

This year we expect approximately 6,000 attendees. This years confirmed players: Juwan Howard, Jeff Sanders, Shawn Marion, Jacob Grunfield, Jannero Pargo & Charles Oakley. Past participants have included Michael Jordan, Gary Payton, Shawn Marion, Shannon Brown, Nazr Mohammed, Donthay Jones, Earl Jones, Linton Johnson and a host of other athletes. More than 2000 individuals showed up to watch the off-the-court action.

## **Celebrity Golf Outing**

**Monday**

This exciting day of 18-hole tournament style play will include buffet style breakfast, a deluxe lunch and American style dinner, desert and beverages. After dinner, trophies will be awarded to the winning teams. Sponsors will be able to take advantage of on-site promotional opportunities through banner placements, logo placements, on-site promotional give-a-ways and actual play with the celebrity guest.



# **2012**

## CLASC

# Partnership Packages

# Partnership

- **Chicagoland All Star Classic Basketball Game**
- **Comedy Show**
- **Golf Outing**

# Chicagoland All Star Classic

## Game Partnership

### \$150,000

#### ADVERTISING and MEDIA EXPOSURE

- Identification as Title Sponsor on all integrated branding and promotional items.
- Prominent company logo placement on CLASC web site with link to your company's web page.
- Identification as title sponsor in 6 week radio advertising program.
- Opportunity to conduct two (2) exclusive radio remote.
- Opportunity to conduct two (2) exclusive on-air ticket giveaways.
- Local sponsor mentions during radio and television interviews with players, 2 weeks prior to game.
- Identification as title sponsor in Public Service Announcements on television (4 weeks).
- Company name/logo included in all press materials.
- Easel/Directional signs featuring company name/logo displayed in high traffic areas at each event.
- Prominent logo placement at CLASC Weekend events including Youth Summit and Celebrity Softball Game.

#### GAME

- Corporate logo (full bleed) on LED 360 message board, twice each quarter, for a total 8 mentions
- Opportunity for (1) 30-minute appearance and autograph signing with CLASC athlete or featured artist on behalf of your company, scheduling permitting.
- Opportunity to run (2) :30 second commercial during the game and throughout the arena
- Eight (8) :10 second sponsor mentions during timeouts and end of quarters.
- One exclusive halftime promotion with player and corporate executive.
- One exclusive 2:00 end of quarter timeout promotion during game.
- Opportunity to conduct drawing.
- Opportunity for corporate executive to give welcome remarks during game.
- Sponsor branding decals placed on limos/cars which transport players and special guests during weekend.
- Prominent logo placement at CLASC Weekend events including Youth Summit and Celebrity Softball Game.
- Booth display in the arena, dimensions TBD

# Chicagoland All Star Classic Game Partnership

## con't

### COMEDY SHOW

- Eight (8) Complimentary Comedy Show Tickets and Complimentary VIP Reception.
- Corporate logo placement in program as the week's title sponsor.
- Stage mentions by celebrity comedians.
- On-stage sponsor recognition.
- Corporate logo on vertical stage banner.
- Easel/Directional signs featuring company name/logo displayed in high traffic area.
- Prominent logo placement on integrated banner.

### CELEBRITY GOLF OUTING

- Identification as Official Title Sponsor of the Chicagoland All Star Clasc (CLASC) golf event.
- A reservation for (8) golfers to participate in the event including a hot breakfast, lunch, on a course drinks, snacks, and dinner.
- Both teams will have a celebrity VIP golfer
- Opportunity for (1) 30 minute autograph signing in you're prominently placed Hospitality tent with (CLASC) athlete on behalf of your commpany.
- Your company logo place on The Support Group (TSG) internet site with link to your company web page.
- Your company name or logo prominently displayed at the club entrance, registration tables and at the first (1<sup>st</sup>), tenth (10), and eighteenth (18) hole.
- Opportunity to conduct prodct sampling and promotional giveaways.
- Company name/logo included in CLASC press kit, press releases and/or press conference.

### HOSPITALITY ELEMENTS

- (185) complimentary game tickets; (60) 100-level, (40) 200-level, (77) 300-level and (8) floor seats.
- Two (2) skyboxes for your corporate guests.
- Eight (8) Game Parking Passes.
- Eight (8) complimentary early admission VIP hospitality passes and Player Meet & Greet Reception.

# Chicagoland All Star Classic Game Partnership \$75,000

## ADVERTISING and MEDIA EXPOSURE

- Identification as Gold Sponsor on all integrated branding and promotional items.
- Inclusion in radio advertising campaign 6 weeks prior to game.
- Prominent company logo placement on CLASC web site with link to your company's web page.
- One (1) radio remote.
- Opportunity to conduct one (1) exclusive on-air ticket giveaways.
- Local sponsor mentions during radio and television interviews with players, 2 weeks prior to game.
- Placement to placement of logo in Public Service Announcements on television (4 weeks).
- Company name/logo included in all press materials.
- Easel/Directional signs featuring company name/logo displayed in high traffic areas at each event.
- Prominent logo placement at CLASC Weekend events including Youth Summit and Celebrity Softball Game.

## GAME

- Corporate logo (full bleed) on LED 360 message board, twice each quarter, for a total 8 mentions
- Opportunity to run (1) :30 second commercial during the game and throughout the arena
- Four (4) :10 second sponsor mentions during timeouts and end of quarters.
- One exclusive halftime promotion with player and corporate executive.
- Prominent logo placement on integrated welcome banner.
- Booth display in the arena, dimensions TBD.



# Chicagoland All Star Classic Game Partnership

## con't

### COMEDY SHOW

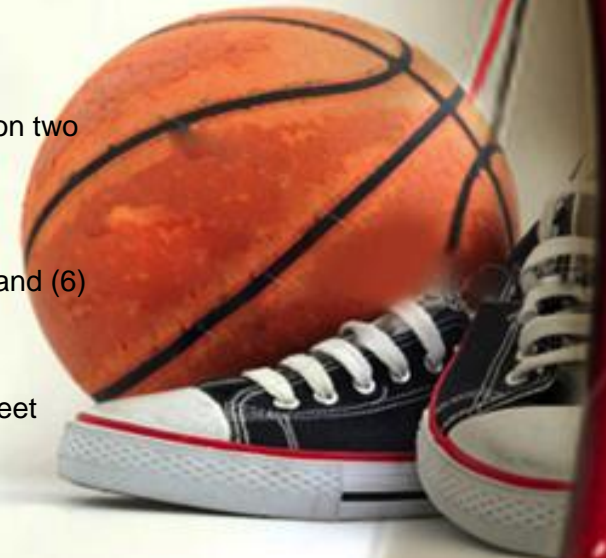
- Six (6) Complimentary Comedy Show Tickets and Complimentary VIP Reception.
- Corporate logo placement in program as the week's gold sponsor.
- Stage mentions by celebrity comedians.
- On-stage sponsor recognition.
- Corporate logo on vertical stage banner.
- Easel/Directional signs featuring company name/logo displayed in high traffic area.
- Prominent logo placement on integrated banner.

### CELEBRITY GOLF OUTING

- A reservation for (4) golfers to participate in the event including a hot breakfast, lunch, on a course drinks, snacks, and dinner.
- Your team will have a celebrity VIP golfer
- Your company logo place on The Support Group (TSG) internet site with link to your company web page.
- Opportunity to conduct product sampling and promotional giveaways.
- Company name/logo included in CLASC press kit, press releases and/or press conference.
- Your company banner displayed at the dinner reception, registration tables and on two (2) hole locations.

### HOSPITALITY ELEMENTS

- (105) complimentary game tickets; (30) 100-level, (30) 200-level, (39) 300-level and (6) floor seats.
- One (1) skyboxes for your corporate guests.
- Six (6) Game Parking Passes.
- Six complimentary early admission VIP hospitality passes and Player Meet & Greet Reception.



# Chicagoland All Star Classic Game Partnership \$50,000

## ADVERTISING and MEDIA EXPOSURE

- Identification as Silver Sponsor on all integrated branding and promotional items.
- Inclusion in 6 week radio advertising campaign.
- Prominent company logo placement on CLASC web site with link to your company's web page.
- Company name/logo included in all press materials.
- Prominent logo placement at CLASC Weekend events including Youth Summit and Celebrity Softball Game.

## GAME

- Sponsor branding integrated into advertising campaign throughout the Chicago Tri-State area 6-weeks prior to CLASC Week
- Four (4) :10 sec sponsor mentions during time outs, etc.
- One (1) exclusive time out promotion during first half of game.
- Signage throughout the event
- Live Arena Reads
- Sampling Opportunities
- Jumbotron/LED Logo Display
- Meet and Greet with talent/athletes
- Athlete Gift Baskets

## COMEDY SHOW

- Six (6) Complimentary Comedy Show Tickets and Complimentary VIP Reception.
- Corporate logo placement in program as the week's gold sponsor.
- Stage mentions by celebrity comedians.
- On-stage sponsor recognition.
- Corporate logo on vertical stage banner.
- Easel/Directional signs featuring company name/logo displayed in high traffic area.
- Prominent logo placement on integrated banner.



# Chicagoland All Star Classic Game Partnership con't

## CELEBRITY GOLF OUTING

- A reservation for (4) golfers to participate in the event including a hot breakfast, lunch, on a course drinks, snacks, and dinner.
- Your team will have a celebrity VIP golfer
- Your company banner displayed on the golf course and one (1) sponsorship.

## HOSPITALITY ELEMENTS

- (100) complimentary game tickets; (30) 100-level, (25) 200-level, (41) 300-level and (4) floor seats.
- Four (4) Game Parking Passes.
- Four (4) complimentary early admission VIP hospitality passes and Player Meet & Greet Reception.



# Comedy Show Partnership

## \$50,000

### ADVERTISING and MEDIA EXPOSURE

- Sponsor branding integrated into advertising campaign throughout the Chicago Tri-State area 6-weeks prior to CLASC WeekPartner branding included in all press materials including, but not limited to, press kits and press releases
- Sponsor branding included in all press materials including, but not limited to, press kits and press releases
- Prominent company logo placement on CLASC website with link to your company's web page
- Premier signage throughout the event
- TV/Radio mentions with comedians/talent who are interviewed in the Chicago-tri-state area
- On-stage Mentions

### HOSPITALITY

- Sponsor VIP Reception and Area
- Meet and Greet with talent
- Ten (10) Show Tickets



# The CLASC Game

## Additional Special Partnership Opportunities

### In-Kind & A La Carte Partner Options

**Entertainment Partner** – Artist available for Meet and Greet autograph and radio interviews to provide on-air mentions of partner \$20,000

**Ground Transportation Partner** – Partner referenced in all promotional and branding materials as “**The Official Transportation Partner**” of the Chicagoland All Star Classic \$20,000

**Airline Partner**- Provide round-trip air travel for players & entertainers, referenced in all promotional and branding materials as “**The Official Airline Partner**” of the Chicago-land All Star Classic \$15,000

**Hotel Partner** - Provide lodging accommodations for players & entertainers, referenced in all promotional and branding materials as “**The Official Hotel Partner**” of the Chicago-land All Star Classic” \$15,000

**Player Meet and Greet Reception** – NBA Player Welcome/Meet & Greet Reception \$10,000

**Celebrity Gift Basket**- Special branded Gift Baskets, loaded with goodies for Players & Participants \$5,000

# Why the CLASC?

Game attendance of 15,000 and still growing

Dialogue with over 1000 teens on current, relevant issues

Celebrity Softball Game with over 1500 in attendance

Successful nightlife events with VIPs, professionals and celebrities from the Chicago area and beyond

# The Power of the CLASC



## Loyal Attendees

The attendance at the games and its ancillary events have steadily increased over the first seven years of the CLASC. The 2012 event will be the largest extravaganza ever. It is quickly becoming one of the anticipated family events in greater Chicago.

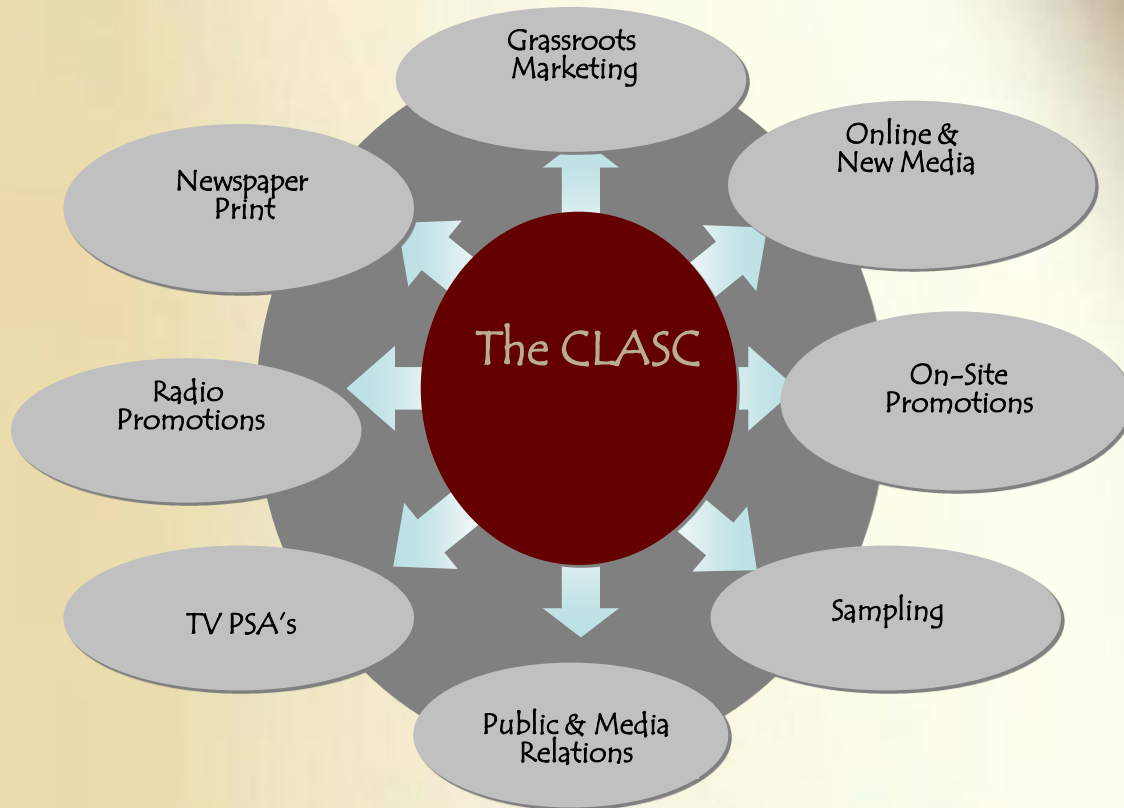
## PR & Media Reach

This year's promotions will extend into Indiana and Wisconsin, completing the Tri-State area.

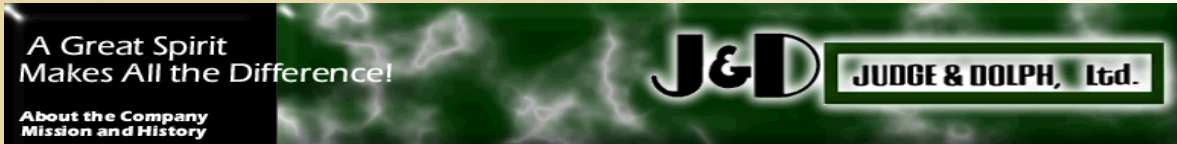
## Impact to Sponsors

Through corporate sponsorships, it demonstrates the companies' commitment to Chicago-area communities where they operate and conduct business. Consumers are more loyal to brands who support causes that are relevant to them.

# Media Mix



# A few past corporate partners



# **2012 Chicagoland All-Star Classic Game Weekend**

## Week of Events



For more information contact the Support Group at (312) 630-9188

[www.thesupportgroup.org](http://www.thesupportgroup.org)

# NBA Sanctioned Game

## Great Basketball for a Great Cause!

The Chicago area is the birth place for more active NBA players than anywhere else in the world. Many players, past and present, come out to enjoy and participate in the CLASC's fun-filled, family-oriented weekend of events and activities.

The Chicagoland All-Star Classic game is one of ten National Basketball Association (NBA) All-Star summer basketball games, sanctioned by the NBA to support charitable causes.

It is also the second largest basketball game of its kind in the country and has been consistently awarded to The Support Group because of the support it receives from players and fans alike.

Annual Attendance Average: 15,000+

Audience: General market consumers and families, Chicagoland VIPs, sports enthusiasts, and students



# NBA Sanctioned Game

NBA Players have shown their support for the CLASC Game...

- Dwayne Wade, Antoine Walker, Alonzo Mourning, Shawn Marion, Stephon Marbury, Chris Weber, Juwan Howard, Michael Finley, Dorrell Wright, Luther Head, Sam Cassell, Shannon Brown, Gary Payton, Nazr Mohammed, James Posey, Quentin Richardson, Steve Hunter, Bobby Simmons, Ricky Davis and many more....

Top Notch Entertainment has performed at the Half-Time Show...

- Day 26, Omarion, Marques Houston, Chingy, Brandy, Bow Wow, Cedric The Entertainer, Kevin Hart, Lavell Crawford and many more....



## Half-Time Show

Day 26

Omarion

Marques Houston



# Take Charge! Teen Summit & College Fair

The Summit encourages teens to become advocates for peace in their communities, schools and amongst their peers. The program's format is designed to assist teens with finding solutions to some of the issues they face daily through interactive conversations with industry professionals, professional athletes, Chicago police officers, educators, and prominent members of the faith-based community.

The Summit is a day of expression and information sharing on topics of self esteem, financial literacy and peace advocacy. Take Charge! Teen Summit will give teens valuable information that will equip them with the knowledgebase needed to make critical decisions related to their futures including, transitioning from high school to college, what courses colleges and universities offer and true tales of life on campus. The summit will also assist the students in determining which schools will best suit their needs and life goals.

The College/Career Fair allows teens to get information from course offerings and campus life to daily operations in several careers through meaningful dialogue with college advisors and career professionals. This fair assists students with determining which schools and careers will best suit their needs and life goals.

Youth Served by Program: 750-1000



# Softball Game

The CLASC Celebrity Softball Game, is a fan favorite. Past and current athletes from all sports arenas participate in this action packed afternoon of softball and lots of fun. Past participants have included Michael Jordan, Gary Payton, Shawn Marion, Antoine Walker and a host of other athletes, entertainers, and celebrities.

Audience: 1500



# Celebrity Golf Outing

The Chicagoland All-Star Classic Celebrity Golf Outing, this exciting day of 18-hole Tournament style play will include buffet style breakfast, a deluxe lunch and American style dinner, desert and beverages. After dinner, trophies will be awarded to the winning teams. Sponsors will be able to take advantage of on-site promotional opportunities through Banner placements, logo placements, on-site promotional give-a-ways and actual play with the celebrity guest.



# Chicagoland All Star Classic Weekend

For more information about sponsorship opportunities,  
please contact:

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