

*The Support Group & Team Rose  
Presents  
The Chicago-land All-Star Classic*

*Partnership Opportunities  
2017*



# Table of Contents

The Support Group Overview & Team Rose Mission	1
TSG Leadership Academy Programs	2
The CLASC Overview	3-4
CLASC Partnership Opportunities	5-12
Power of the TSG & TR CLASC	13-14



# The Support Group Overview and Mission

**The Support Group (TSG)** is a (501c3) nonprofit organization servicing Chicagoland under-served youth from diverse backgrounds and communities since 1989. TSG provides youth with invaluable experiences that will assist them in reaching their full potential, while arming them with tools and skills needed to matriculate post-secondary education, the workforce and beyond. The Support Group is the brain-child of the Executive Director, Bennie Henry. The Support Group has touched thousands of lives throughout its 26 years of service in the community.

**The mission** of The Support Group is to create an overall balance that will afford the unlimited opportunities for young men and women to excel and succeed. This is accomplished through educational programs, team-building activities, athletic programs, enhancing critical thinking skills, and character building. Our goal is to ensure that our youth become productive citizens.

## Team Rose Overview and Mission

**The mission of Team Rose (TR)**, through the powerful collaboration of Derrick Rose and his brother Reginald Rose, commitment and focus was coupled by the strength of the family. Team Rose was created to fulfill the urgency of education and physical health enrichment throughout communities abroad.



# Leadership Peace Academy (LPA) Signature Programming

## Leadership Peace Academy (LPA) Portfolio

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

**TSG & Team Rose Basketball Camp** is a free three day camp for 300 youth. Throughout the camp students spend time on the court learning basketball fundamentals, and discipline. While off the court in the classroom students learn leadership skills, and receiving peace ambassador training. As a peace ambassador students learn about conflict resolution and promoting peace in their communities and schools.

**After School** programs offer computer, life-skills, job, and media arts training as well as mentoring, tutoring, 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.

**Peace Ambassadors Program** fights to eradicate the violence impacting Chicago communities by creating student peace ambassadors, peace councils and peace summer exchange programs.

**Peace Sports Exchange** brings youth from different backgrounds together to build peaceful interaction, teamwork and cultural appreciation.

**TSG Basketball Instructional & Management Clinic Basketball Camp** is designed for students to acquire on and off-court skills in the game of basketball. Students are exposed to the many career options that surround the basketball which include: coaching, refereeing, clock management, trainer, and media.

**Biz Boot Camp** is designed to light the entrepreneurial spark in teens.

**Teen Summit** encourages teens to become advocates for peace in their communities and schools.



# Chicagoland All-Star Classic Overview

**TSG & Team Rose Chicago-land All-Star Classic (CLASC)** is our annual signature fundraising for the LPA Signature Programs . It includes athletics, education, empowerment, entertainment and family fun for a great weekend of events supporting a great cause.

## **Chicago-Land All-Star Classic Basketball Game**

As part of the weekend's culminating activities, The Support Group & Team Rose hosts the Chicago-land All Star Classic Basketball Game where more than 20 NBA players from across the country play in a game for charity.

The CLASC is one of only 10 basketball games sanctioned by the NBA to support charitable causes. It is also the second largest game in the country and has been consistently awarded to the Support Group because of the support it receives from players and basketball fans in the Chicago region.

**TSG Proceeds will benefit the Leadership Peace Academy (LPA) programs which provide opportunities for 1,000 youth yearly from diverse communities annually.**

### **CLASC Teen Summit**

**July 2017**

The Summit encourages teens to become advocates for peace in their communities and schools.

### **CLASC Comedy Show**

**July 2017**

Local and national comedians perform for an audience of more than 1200 at the official CLASC Comedy show with a variety of entertainment provided.

### **CLASC Celebrity Basketball Game /VIP Party**

**July 2017**

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**

**July 2017**

This year we expect approximately 6,000 attendees. Past players included: 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 2,000 fans attended to watch the off-the-court action.

# Chicagoland All-Star Classic Week Continued

## The Support Group & Team Rose Basketball Camp

July 2017

TSG/TR Basketball Camp is a free three day camp for 300 youths focused on teaching basketball fundamentals. The camp includes a pep rally stressing the importance of education and encouraging parents to ensure their children are in school on the first day.

## CLASC Golf Outing

July 2017

This exciting 18-hole tournament style play includes a buffet-style breakfast, a deluxe lunch and an American-style dinner. After dinner, trophies will be awarded to the winning teams.

<b>Teen Summit</b>	<b>July 2017</b>
<b>CLASC Comedy Show</b>	<b>July 2017</b>
<b>CLASC Celebrity Basketball Game /VIP Party</b>	<b>July 2017</b>
<b>Celebrity Softball Game</b>	<b>July 2017</b>
<b>(CLASC Week) TSG LPA &amp; Team Rose Basketball Camp</b>	<b>July 2017</b>
<b>CLASC Golf Outing</b>	<b>July 2017</b>

# 2017

## CLASC Partnership Packages

# **The Support Group & Team Rose Chicago-land All Star Classic Game Partnership \$100,000 Title Sponsor**

## **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

## **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

## **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 Chicago-land All Star Classic (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 your prominently placed Hospitality tent with (CLASC) athlete on behalf of your company.
- 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 product sampling and promotional giveaways.
- Company name/logo included in CLASC press kit press releases and/or press conference.

## **SOFTBALL GAME**

- Prime event signage
- Opportunity for branded giveaways



# **The Support Group & Team Rose Chicago-land All Star Classic Game Partnership \$65,000- Silver**

## **ADVERTISING and MEDIA EXPOSURE**

- Identification as Silver 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

## **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

# The Support Group & Team Rose Chicago-land All Star Classic Game Partnership \$25,000 - Bronze

## ADVERTISING and MEDIA EXPOSURE

- Identification as Bronze 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.

## 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 \$40,000**

### **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



# TSG/ TR Golf Partnership

## TITLE SPONSOR (PRESENTING SPONSOR)

**\$25,000.00**

- Identification as Official Title Sponsor of the Chicago-land All star Classic (CAC) golf event.
- A reservation for (8) golfers to participate in the event including a hot breakfast, lunch, on course drinks, snacks, and dinner.
- Your company logo placed on The Support Group (TSG) & Team Rose 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<sup>th</sup>), and eighteenth (18) hole
- Opportunity to conduct product sampling and promotional giveaways.
- Company name/logo included in Classic 2017 press kit, press releases and/or press conference.

## SUPPORTING SPONSOR

**\$15,000**

- A reservation for (4) golfers to participate in the event including a hot breakfast, lunch, on course drinks snacks and dinner
- Your team will include (1) VIP celebrity golfer.
- Your company logo placed on The Support Group (TSG) & Team Rose internet site with link to your company web page.
- Opportunity to conduct product sampling and promotional giveaways
- Company name/logo included in Classic 2017 press kit, press releases and press conference.
- Your company banner displayed at the dinner reception, registration tables and on two (2) hole locations

## BIRDIE SPONSORS

**\$7,500.00**

- A reservation for (4) golfers to participate in the event
- One celebrity VIP golfer
- Banner placement on the golf course and (1) hole sponsorship

- Ala Carte Menu
- |                            |           |
|----------------------------|-----------|
| Hole – in One Sponsor:     | \$2500.00 |
| Hole Sponsorship:          | \$1500.00 |
| Celebrity Golf Reception : | \$3500.00 |
| Foursome:                  | \$1500.00 |

**\*\*Customized sponsorship package available upon request**



**The TSG & TR CLASC  
Additional Special Partnership  
Opportunities**

**IN-KIND & A LA CARTE 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 The Support Group & Team Rose Chicagoland All Star Classic \$10,000

**Airline Partner**- Provide round-trip air travel for players & entertainers, referenced in all promotional and branding materials as “**The Official Airline Partner**” of the The Support Group & Team Rose Chicagoland 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 The Support Group & Team Rose Chicagoland 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 TSG & TR CLASC



## Loyal Attendees

The attendance at the games and its ancillary events have steadily increased over the first seven years of the CLASC. The 2017 event will be the largest extravaganza ever. It is quickly becoming one of the most anticipated family event in greater Chicago.



## PR & Media Reach

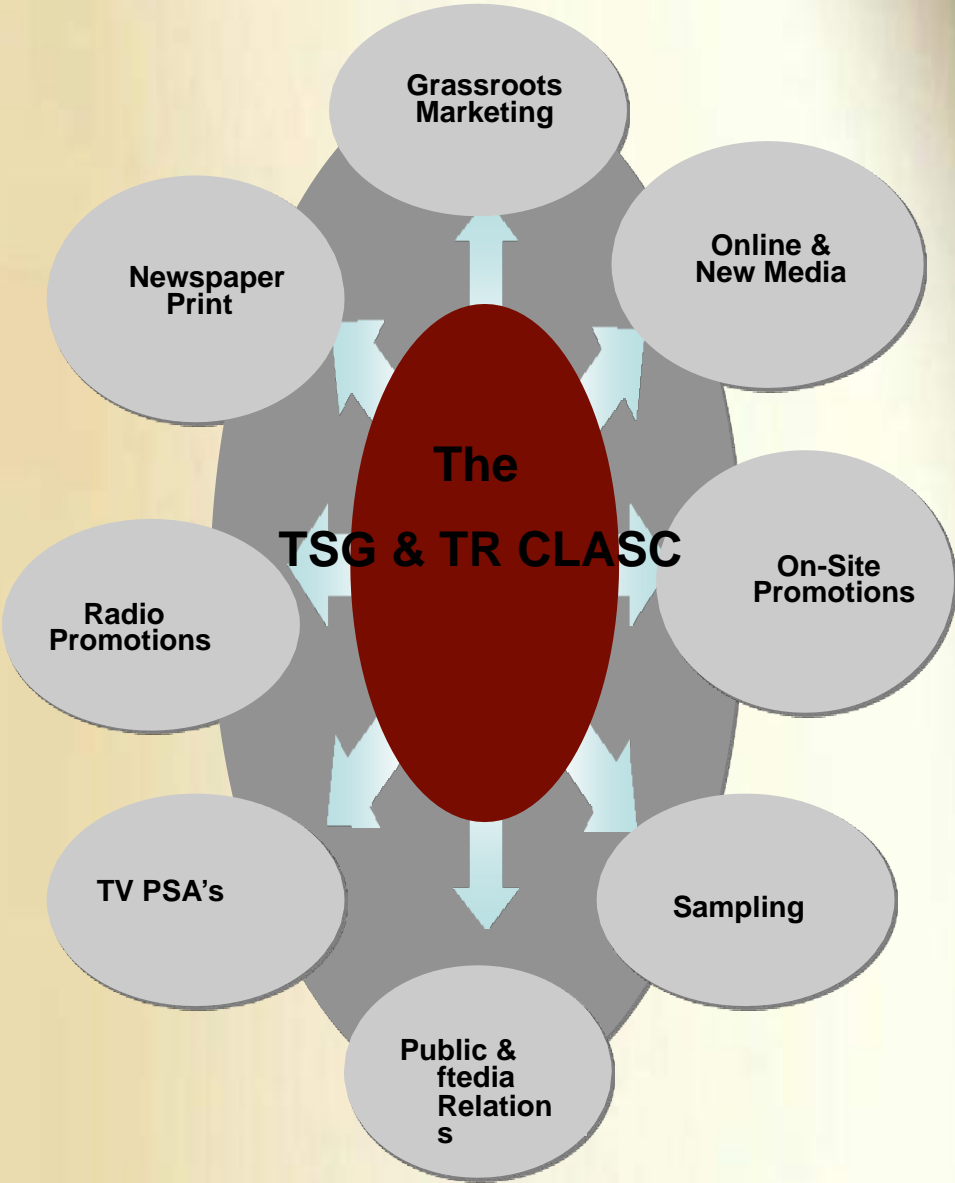
This year's promotions will extend into Indiana and Wisconsin, completing the Tri-State area.



## Impact to Sponsors

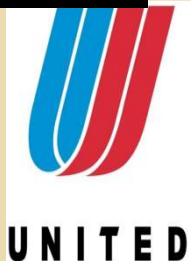
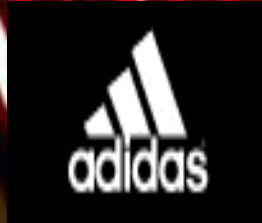
Through corporate sponsorships, it demonstrates the companies' commitment to Chicago-area communities where they operate and conduct business. Consumers are more loyal to brands who support causes that are relevant to them.

# Media Mix





# A few past corporate partners



*26 years providing opportunities  
for young men and women to  
excel and succeed.*



Contact: Bennie Henry  
[bhenry@thesupportgroup.org](mailto:bhenry@thesupportgroup.org)  
(773) 231-7647