



BUSINESS PLAN

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OVERVIEW

Overview

Every November, millions of fans across the country rejoice: college basketball season has arrived. Several high-profile tournaments fill up the early-season schedule, featuring a variety of locations and teams. From the Wooden Legacy tournament in California, to the 2K Empire Classic in New York, to the Maui Invitational, there is no shortage of these tournaments. Additionally, annual doubleheader events like the Crossroads Classic in Indianapolis are great ways to unite communities and showcase the area's best college basketball programs. However, an annual early-season college basketball doubleheader event has never made its way to the birthplace of the NCAA Tournament: Evanston, Illinois.

This represents a major opportunity for college basketball. For the first time ever, there will be an early-season Division I NCAA Men's Basketball doubleheader in Chicago that exclusively features Chicago teams. Known as the Allstate Second City Showdown, the doubleheader will feature four prominent Chicago-area college basketball teams, competing for hometown bragging rights. Rotating host arenas, these four teams will have the opportunity to showcase their programs on a national stage and honor the history of college basketball in Chicago.

Chicago is most often thought of as a 'pro sports' city, but it loves basketball. Though not as storied as some of its Midwestern counterparts like Indianapolis or Kansas City, Chicago has enjoyed a memorable history in college basketball. In 1939, the very first installment of the NCAA Tournament was held at the old Patten Gymnasium on Northwestern's campus in Evanston. Oregon, Ohio State, Oklahoma, and Villanova represented the first 'Final Four' teams, with the 'Webfoots' (Oregon's athletic teams would not become known as the Ducks until the 1940's) winning it all. Additionally, Chicago has hosted numerous NCAA Tournament games at

the Allstate Arena and the United Center, most recently the Midwest Regional rounds in 2016. Chicago's college basketball history runs deep, and it is time to reward that history with an event to call its own.

The Teams

The inaugural Allstate Second City Showdown will feature four prominent Chicago-area college basketball teams: Northwestern, DePaul, Illinois-Chicago (UIC), and Loyola-Chicago. These four schools represent four unique conferences: the Big Ten, the Big East, the Horizon League, and the Missouri Valley Conference.

Venues

To allow each school the opportunity to showcase their universities and connect fan bases from around the Chicago area, the Allstate Second City Showdown will rotate among host schools. The first Allstate Second City Showdown will be held at Northwestern's sparkling, newly-renovated Welsh-Ryan Arena. Year two will be at DePaul's equally sparkling Wintrust Arena. Year three will be held at Loyola's Gentile Arena, and year four will be hosted at the Credit Union 1 Arena (formerly known as UIC Pavilion). In year five, the event will return to Welsh-Ryan Arena.

All four of these arenas are easily accessible for those in the Chicagoland area. All four arenas are accessible by the CTA's El trains, and public transportation allows for a greater variety of fans to attend the games. Additionally, all four arenas are ADA-compliant, with Welsh-Ryan Arena priding itself as "the most ADA-accessible venue in college athletics". All four arenas are equipped to host a college basketball doubleheader event.

Sponsorship Opportunities

The Second City Showdown presents a major opportunity for either a presenting sponsor or naming-rights sponsorship. Several Chicago-area corporations, including United, McDonald's, and Kraft-Heinz, were considered, but the naming rights were ultimately awarded to Allstate. There are also opportunities for smaller-scale sponsorship.

This will be further discussed in the financials portion of the project, but teams will have financial incentives to host the doubleheader. The host school will be able to keep the majority or all of the revenue from tickets, concessions, parking, and on-site merchandise. However, each school will get an equal portion of sponsorship and media revenues.

Media

Distribution partners will be determined at a later date. Network broadcasting rights would depend on which school is the home arena. For example, ESPN has rights to most NCAA conferences, but FS1 only has rights to Big Ten and Big East schools. Most likely, the event will be distributed on the ESPN family of networks. Additionally, the games will be broadcasted on each school's official radio network. Regardless, the networks will have the opportunity to broadcast an annual event primed to be successful in terms of viewership and attendance.



LITERATURE REVIEW

Literature Review

Introduction

There are many contributing factors that will allow the Allstate Second City Showdown to be a successful event. First, the four participating schools have each garnered substantial followings and fan bases in the Chicagoland area. Additionally, the four schools provide an essential element for a successful sporting event: competitive balance. Furthermore, the schools' fans are largely made up of loyalists and lifelong fans that would not want to miss the event. As a result, attendance and viewership should reach sufficient levels. Finally, Sponsors will want to take advantage of the attendance and viewership numbers, contributing financial success for the Allstate Second City Showdown.

Findings

These four schools have significant program followings and alumni bases in Chicago, in addition to having a storied history of college basketball. For example, more than 113,000 DePaul alumni, and more than 80 percent of UIC alumni, work and live in the Chicagoland area according to the schools' alumni relations websites. These fans all crave the same thing: competitive, exciting games for their teams. Consequentially, these four teams look to provide a crucial element to ensure a successful event: competitive balance. In their 2018 article in the *Sport Journal*, "Competitive Balance in NCAA "Power Conferences: the Case of Men's and Women's Basketball", Perline, Noble, and Stoldt quantified competitive balance in college basketball and measured its importance. Their research analyzed winning percentages among men's and women's 'Power 5' college basketball teams and its standard deviations from one another, and concluded that men's college basketball had a higher competitive balance. What's more important than their conclusion was their application, "The uncertainty of outcome

hypothesis suggests that lack of competitive balance within a league or conference can negatively impact fan interest. When fan appeal wanes, revenue from attendance and media rights fees may also decline” (Perline, et al.).

Competitive balance allows for one of the best principles in sports – the notion that any team can win on any given day. While all fans want their teams to win, they do not want it to be a foregone conclusion. Perline, et al. equate this to the economic principle, the uncertainty of outcome hypothesis. In other words, these four programs are good enough to bring close, exciting matchups. DePaul and UIC are storied programs on the rise. Northwestern has experienced great success recently, culminating in its first-ever NCAA Tournament appearance in 2016. Loyola-Chicago went on an incredible run of their own in 2017, all the way to the Final Four. By having four strong teams from four unique conferences, the Allstate Second City Showdown should have the competitive balance that is crucial for successful fan appeal.

Furthermore, these four teams have cultivated a following of loyal fans in the Chicago-area that are interested in seeing them play. The main reason for this is having large alumni bases in Chicago that follow the schools’ athletic programs. According to David Gargone’s 2016 *Sport Journal* study “A Study of the Fan Motives for Varying Levels of Team Identity and Team Loyalty of College Football Fans” loyalty is one of the biggest factors that drives attendance in college sports. Gargone’s research analyzed seventeen motivating factors for attending sporting events, known as ‘fan motives’, which included group affiliation, entertainment, escape, and stadium experience. According to Gargone, loyalty not only drove fans to attend a sporting event, but to make purchases in support of the team while in attendance. With four prominent college basketball programs in Chicago with Northwestern, DePaul, UIC, and Loyola-Chicago, the schools’ respective fans can demonstrate their loyalty by attending an annual doubleheader

event to open the college basketball season. The Allstate Second City Showdown can achieve great success with loyal fans in attendance, and these four schools are sure to provide them.

Drawing upon the predictably large attendance numbers, sponsors will be able to benefit from heavy foot traffic in the host arenas. Kelly Flanagan's 2016 *Sport Journal* study "Factors Affecting Attendance at Bowl Games During the BCS Era" discussed six variables that influence fans' attendance at college football bowl games, ranging from stadium capacity to team winning percentage to distance from school to venue. These factors are certainly applicable to college basketball as well. Flanagan's research concluded a statistically significant relationship between distance travelled and attendance. Meaning, the shorter the distance required for attendance, the more fans will attend. Since the fan bases reside relatively close to all four host arenas, a large number of them will be able to attend the Allstate Second City Showdown without much difficulty. With plenty of foot traffic, sponsors will have a prime opportunity to showcase their brands.

Furthermore, college basketball viewership is on the rise. According to data compiled by *SportsBusiness Journal*, viewership of the NCAA Tournament averaged 10 million viewers for the second consecutive year, up from 9.3 million in 2016. Sponsors should take advantage of a large viewing audience through in-arena signage activation. On each college basketball broadcast, LED signage is visible on the sideline scorer's table, providing prime real estate to display their brand. There is demand for watching high-quality basketball between high-caliber teams, and the Allstate Second City Showdown is primed for just that.

Overall, the Allstate Second City Showdown is bound for a successful first year. This business plan will outline several factors that will contribute to that success, including the organizational structure, financial projections, and marketing plans. The forthcoming pages will

outline a statistical and data analysis that illustrates why the Allstate Second City Showdown will become a staple event for college basketball fans throughout the Chicagoland area.



STATISTICAL & DATA ANALYSIS

Statistical & Data Analysis

Introduction

In order to understand why the Allstate Second City Showdown will be successful, it is important to analyze the demographics of the Chicagoland marketplace, and why that marketplace is a viable option to host a college basketball doubleheader. Not only does Chicagoland have a diverse census of people and serve as the home to dozens of Fortune 500 companies, but there are thousands of college basketball fans among them. Furthermore, this section will examine why the four representing schools – Northwestern, DePaul, UIC, and Loyola-Chicago – allow the best opportunity for the Allstate Second City Showdown to enjoy a successful first year.

Why Chicagoland?

- Total Population: **9,533,895**

Source: CensusReporter.org

Age

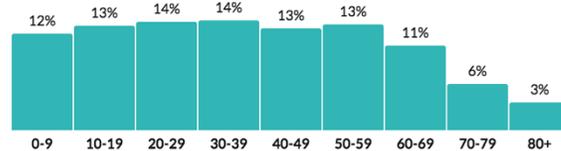
37.4

Median age

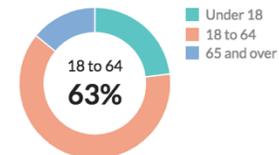
about the same as the figure in Illinois: 38

about the same as the figure in United States: 38.1

Population by age range



Population by age category



Income

\$36,010

Per capita income

a little higher than the amount in Illinois: \$34,196

about 10 percent higher than the amount in United States: \$32,397

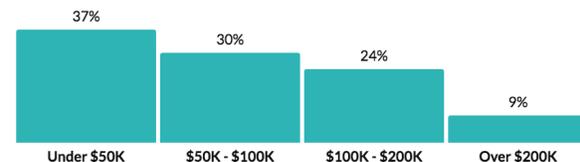
\$68,403

Median household income

about 10 percent higher than the amount in Illinois: \$62,992

about 10 percent higher than the amount in United States: \$60,336

Household income



The Allstate Second City Showdown is primarily targeted towards families with children. According to Statistical Atlas, 29.9% of households in Chicagoland area (Lake, Cook, DuPage counties) are families with children, which translates to 2.85 million households.

There is no shortage of opportunities for sponsorship from Chicago-area corporations. There are currently 36 Fortune 500 companies located in the Chicagoland area. Among them include:

Fortune 500 Companies in Chicago

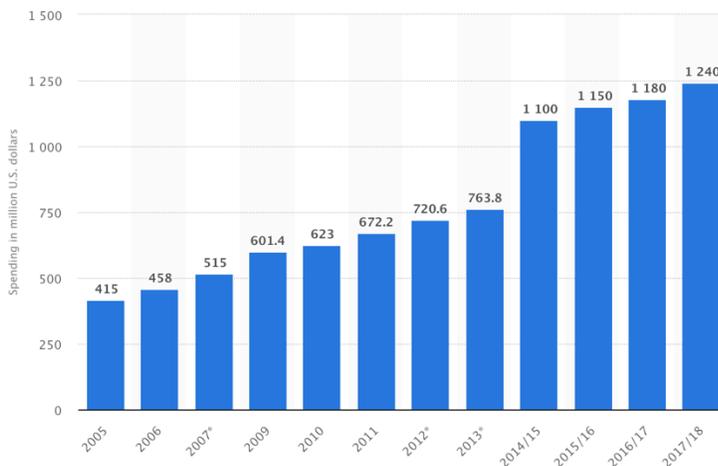


Rise of Sponsorship Revenue

There is more sponsorship revenue than ever before in college sports. This is an opportunity that Chicagoland Fortune 500 companies should take advantage of.

College athletics sports sponsorship spending in the United States from 2005 to 2018 (in million U.S. dollars)*

Data retrieved from: Statista

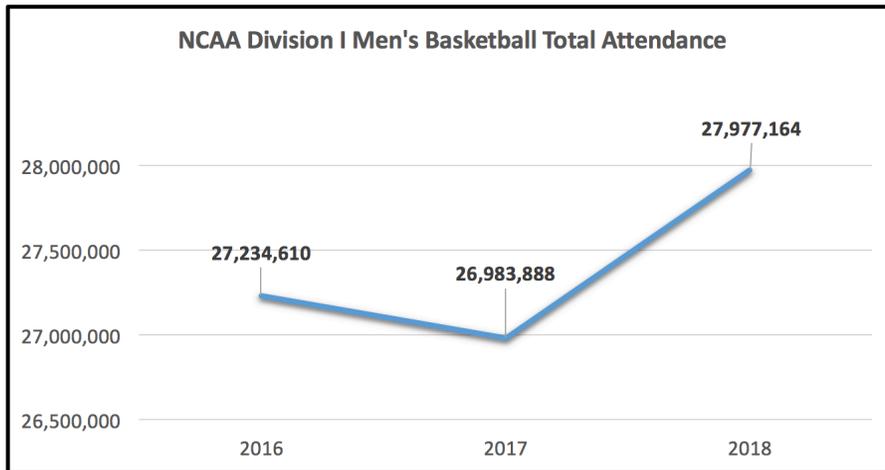


© Statista 2019

Why College Basketball?

College basketball is a sport rising in viewership and attendance across the country. Although attendance experienced a slight decline in 2017, the numbers have increased overall since 2016.

Data compiled from: NCAA.com

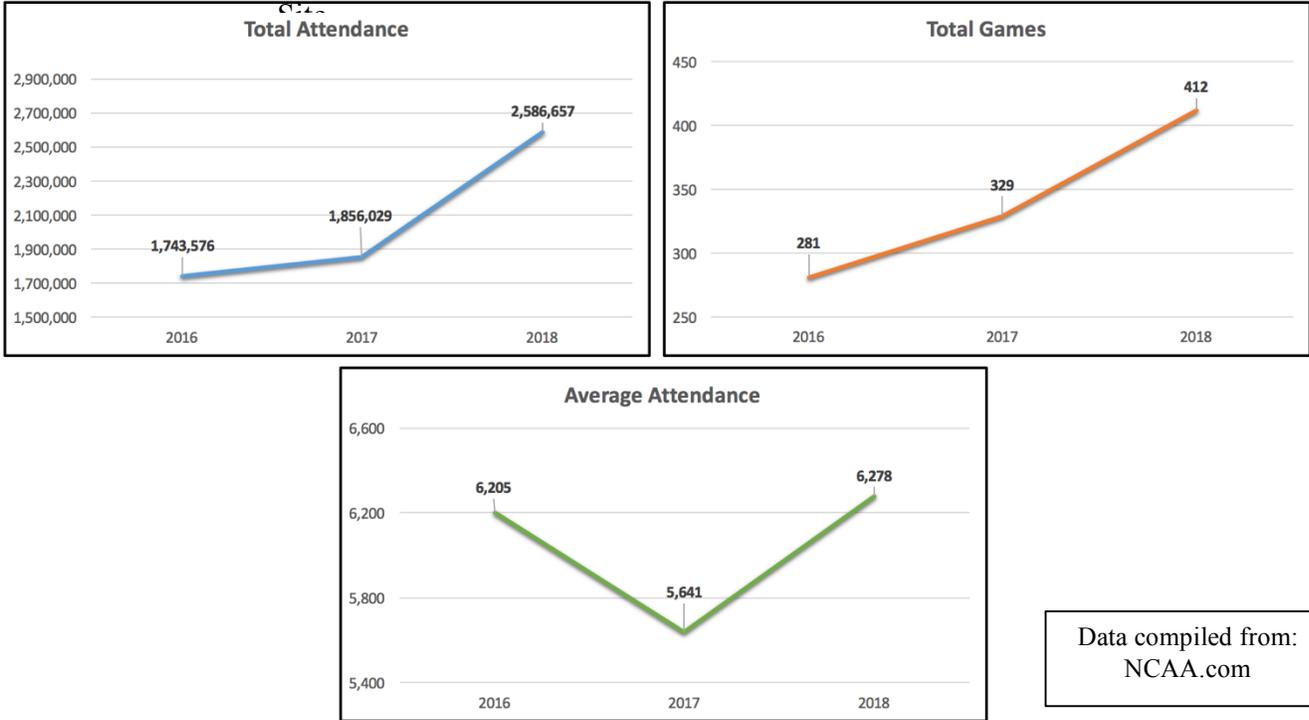


Coverage of the NCAA Tournament has reached a record number of viewers in the past few years. According to data compiled by Nielsen, the 2017 NCAA Tournament on TBS, CBS, TNT and truTV was the second most-watched in 23 years, averaging 10.827 million viewers per game, which was up +16% from 2016 (9.373 million viewers). Additionally, in 2017 NCAA March Madness Live netted a record-setting 98 million live video streams during the NCAA Tournament, up +33% over 2016. The National Championship game between North Carolina and Gonzaga garnered an average of 22.998 million viewers and 4.4 million live video streams, an all-time record for the title game. Furthermore, over 97 million U.S. viewers watched the 2018 NCAA Tournament games according to Nielsen.

Additionally, there is an increased demand for neutral-site Division I men's college basketball games. In 2016, there were 281 neutral-site Division I men's college basketball games held. In 2017 there were 329 such games, and in 2018 there were 412. Furthermore, the average

attendance at neutral site games increased 11.3% from 2017 to 2018, even with 83 additional games. Note that these figures factor in the NCAA Men's Basketball Tournament games.

Neutral-Site NCAA Division I Men's Basketball



Data compiled from:
NCAA.com

2018 ATTENDANCE SUMMARY

ATTENDANCE TOTALS

(For All NCAA Varsity Teams)

	Total Teams	Games or Sessions	Attendance	2018 Avg.	Change in Total	Change in Avg.
Home Attendance, NCAA Division I	*351	*5,324	24,525,640	4,607	118,230	-26
NCAA Championship Tournament		+36	692,859	19,246	-27,590	-857
Other Division I Neutral-Site Attendance		*412	2,586,657	6,278	730,628	637
NCAA DIVISION I TOTALS	*351	*5,772	27,977,164	4,807	993,276	8

2017 NCAA MEN'S BASKETBALL ATTENDANCE

(For All NCAA Men's Varsity Teams)

	Total Teams	Games or Sessions	2017 Attendance	2017 Average	Change In Total	Change In Avg.
Home Attendance, NCAA Division I	*347	*5,258	24,407,410	4,633	-379,770	-111
NCAA Championship Tournament		+36	720,449	20,103	16,595	461
Other Division I Neutral-Site Attendance		*329	1,856,029	5,641	112,453	-564
NCAA DIVISION I TOTALS	*347	*5,623	26,983,888	4,799	-250,722	-115

2016 NCAA MEN'S BASKETBALL ATTENDANCE

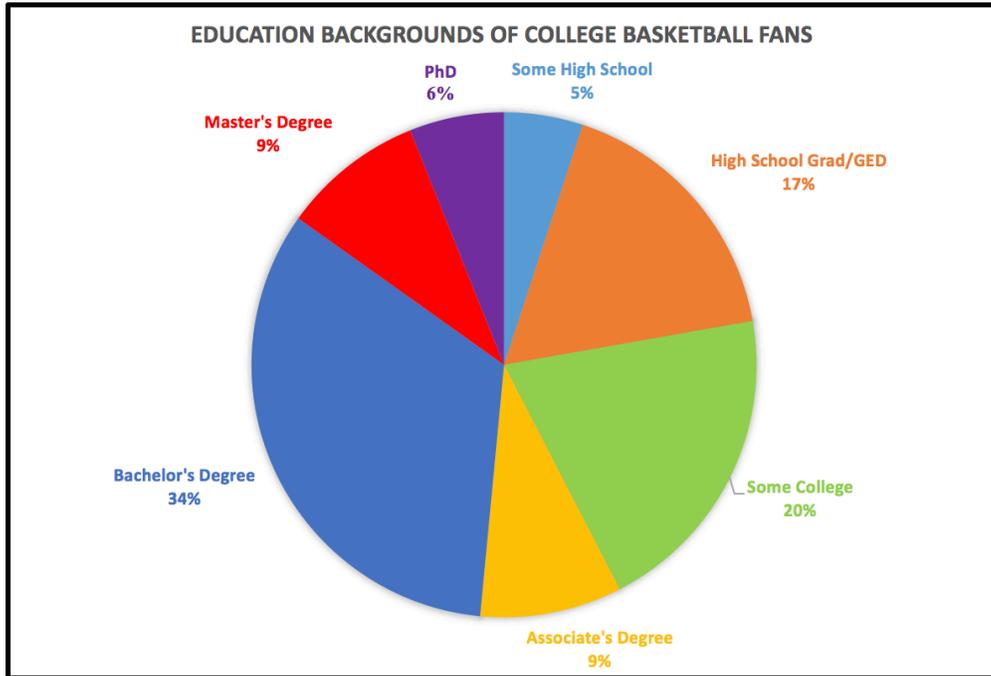
(For All NCAA Men's Varsity Teams)

	Total Teams	Games or Sessions	2016 Attendance	2016 Average	Change In Total	Change In Avg.
Home Attendance, NCAA Division I	+346	5,225	24,787,180	4,744	-96,097	-10
NCAA Championship Tournament		+36	703,854	19,552	-35,944	-99
Other Division I Neutral-Site Attendance		281	1,743,576	6,205	-55,964	-176
NCAA DIVISION I TOTALS	+346	5,542	27,234,610	4,914	-188,005	-25

Who Are College Basketball Fans?

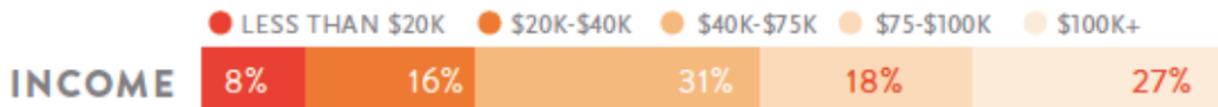
College basketball fans often have higher education backgrounds. According to data from Nielson, 48 percent of fans who watched the 2017 NCAA March Madness Tournament games had earned a Bachelor's degree or higher.

Data from: Nielson



Additionally, college basketball fans tend to be more affluent, with 27% of fans earning income of over \$100,000 according to a 2013 study by Nielsen.

DEMO PROFILE (2013 NCAA TOURNAMENT):

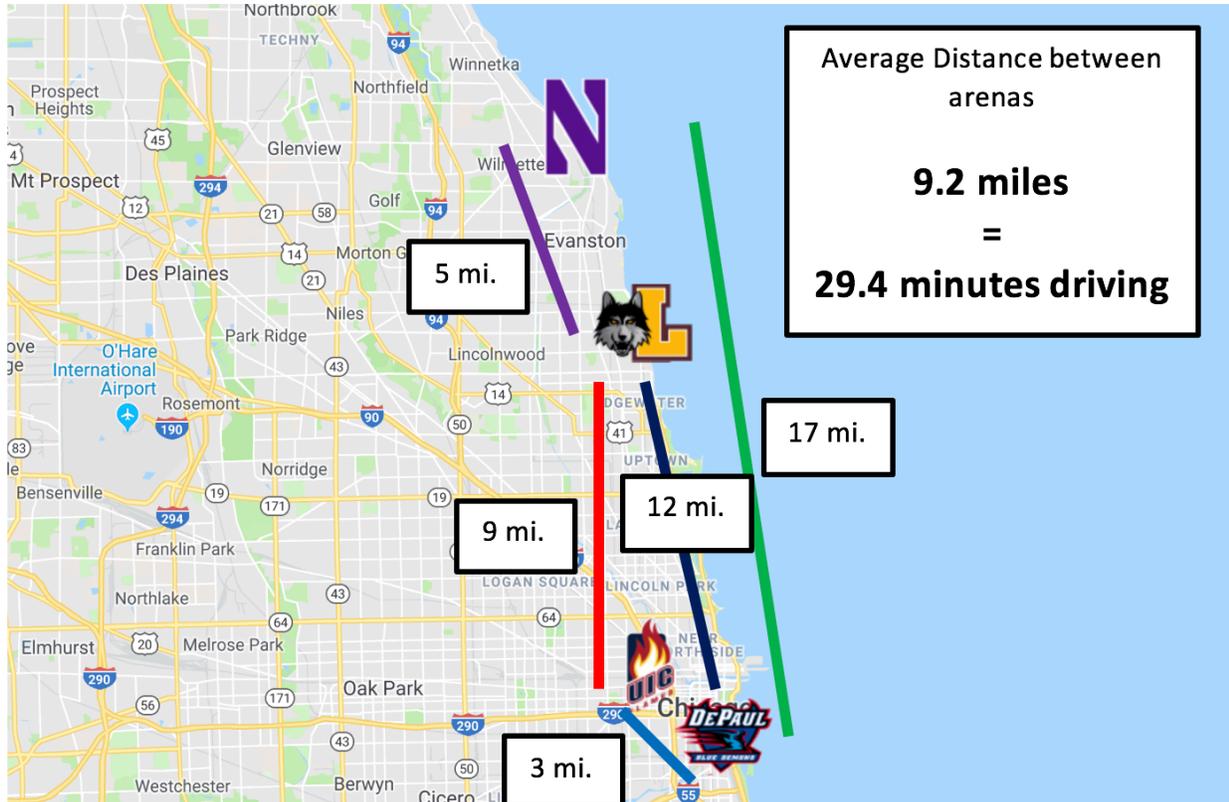


The opportunity to reach a highly-educated, affluent audience should be intriguing for sponsors. This type of audience is not shy to spend dollars, and they are happy to do so in the name of higher education. This is the primary audience that will consume the media content,

purchase tickets, and attend the games. It is rare for such a prestigious demographic to get prime exposure in one of the nation’s largest media markets, and the Allstate Second City Showdown allows for just that.

Why Northwestern, DePaul, UIC, and Loyola-Chicago?

- Accessibility

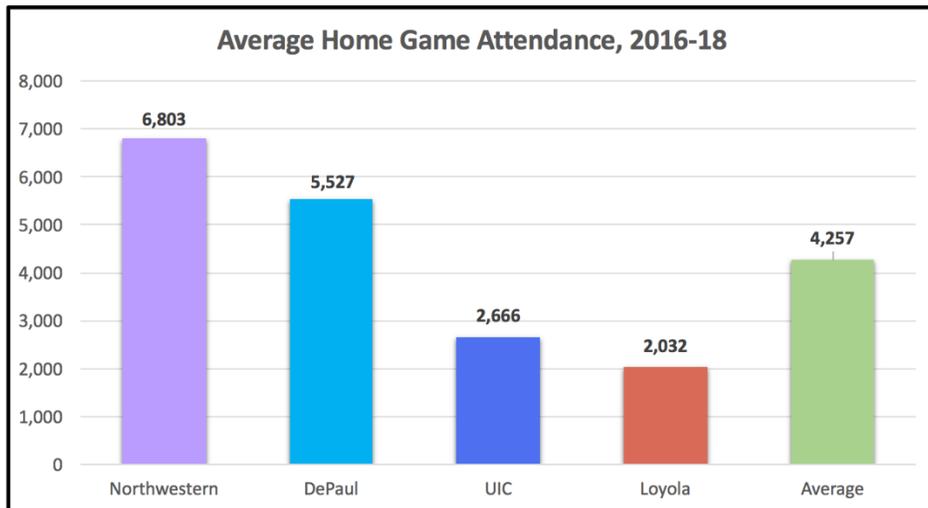
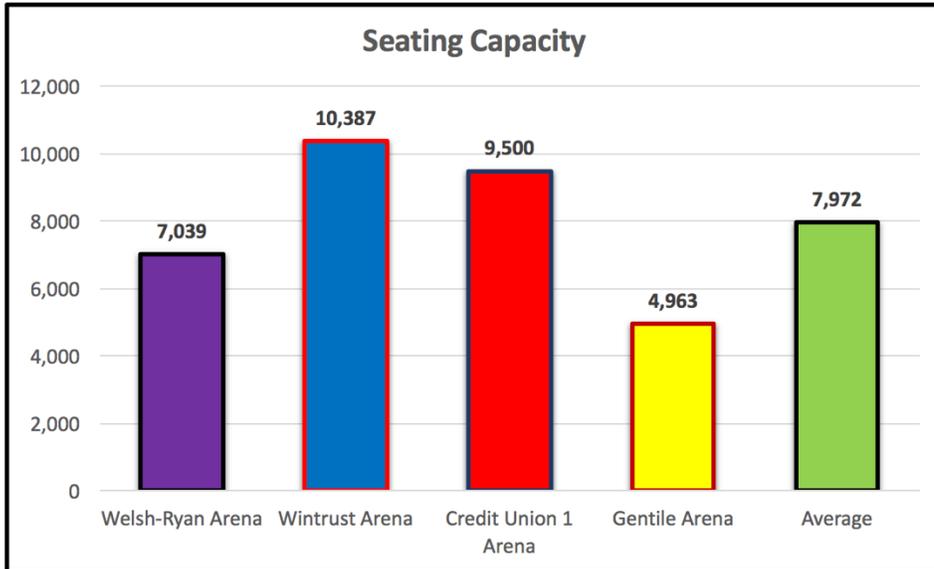


With an average distance of 9.2 miles between one another, every arena is in close distance to one another. This makes each arena easily accessible to the fan bases of all four teams. Additionally, the arenas are easily drivable, and also accessible via CTA ‘El’ trains, using the Purple, Red, Blue, and Green lines. As the host arena rotates from year to year, the close distance and easy accessibility should not deter fans from attending each year.

As Kelly Flanagan stated in her 2016 Sport Journal study “Factors Affecting Attendance at Bowl Games During the BCS Era”, a shorter travel distance leads to higher attendance at

sporting events. As each arena gets the opportunity to host the Allstate Second City Showdown, the fan bases will not have to worry about travelling extensively from year to year.

- Smaller-Scale



With an average arena size of 7,972 among the four schools, combined with an average home game attendance of 4,257 per school (totaling 17,028 fans), it is reasonable to expect a sellout at any one of the four arenas when it hosts the Allstate Second City Showdown.

The Allstate Second City Showdown is not a large-scale event focused on revenue generation. The primary objectives of the event are to bring the Chicago community together, build rivalries, and create a family-friendly atmosphere. Hosting the event at a school's home gym allows for a more intimate environment. Venues like the United Center or Allstate Arena are not ideal due to their size and lack of collegiate environment. The four arenas are similarly sized and ideal for a smaller, intimate environment.

Summary

In summary, there are many reasons to bring the Allstate Second City Showdown into fruition. First, the Chicagoland area's demographics are capable of fielding the primary demographic for college basketball fans – educated, affluent, families with children. Additionally, Chicagoland is home to numerous Fortune 500 companies that can take advantage of sponsorship opportunities in an industry with rapid growth and exposure.

Next, the four participating teams – Northwestern, DePaul, UIC, and Loyola – are ideal for the targeted audience. The host arenas are in close proximity to one another, are easily accessible, and provide a smaller, intimate environment that makes watching college basketball so great. Furthermore, these four teams have a storied history in Chicago and large enough fan bases to expect a sellout draw at a doubleheader event.

For all of these reasons, the Allstate Second City Showdown can not only be successful, but can be part of an annual tradition for college basketball fans all across Chicago.



ORGANIZATIONAL STRUCTURE

Organizational Structure

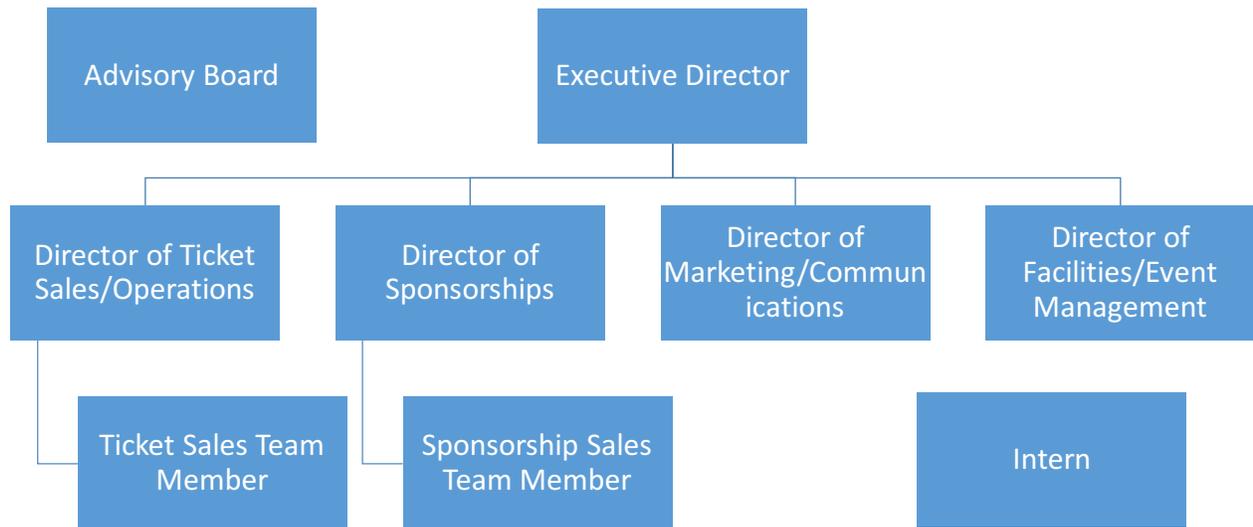
Mission Statement

The Allstate Second City Showdown aims to unite college basketball fans from all over the Chicago area for one of the city's biggest sporting events of the year. The Allstate Second City Showdown offers a family-friendly atmosphere, high-quality hoops, and a first-class experience to the participating institutions, student-athletes, and fans, in order to promote the storied history of basketball in Chicago.

Our Values

- High-caliber basketball atmosphere
- Community involvement
- Fan-friendly and family-friendly

Organizational Chart



Total full-time employees: 7 full-time + 1 intern + 4 Advisory Board members

The Allstate Second City Showdown is a relatively small-scale operation with only seven full-time employees, an advisory board, and an intern. Because of this, each team member has a crucial role in the organization. Additionally, the small size creates a collaborative atmosphere that allows for diversity in opinions and leadership styles. Many of the positions are seasonal, and the Allstate Second City Showdown staff will work closely with the appropriate departments of the host institutions each year.

Positions

Advisory Board

- Chairman: Dr. Jim Phillips, VP of Athletics & Recreation, Northwestern University
- Jean Lenti Ponsetto, Athletic Director, DePaul University
- Garrett Klassy, Director of Athletics, University of Illinois-Chicago
- Steve Watson, Director of Athletics, Loyola University-Chicago

The advisory board consists of the four athletic directors of the participating schools and is led by the Chairman of the Board. The Chairman can make executive decisions and serve as a spokesperson on behalf of the board. Northwestern's Dr. Jim Phillips will serve as the initial Chairman due to his extensive experience in leading a Power 5 athletic department, as well as earning his reputation as one of the best and most well-respected AD's in the country for having transformed Northwestern Athletics. Adhering to that reputation, SportsBusiness Journal named Phillips its 2018 Athletic Director of the Year. Having all four athletic directors on an advisory board allows the schools to share ideas, provide feedback, and collaborate on how to improve the Allstate Second City Showdown each year.

Executive Director

The Executive Director oversees and leads all aspects of the organization. All five department directors report to the Executive Director. The Executive Director serves as the ‘face of the organization’ due to the leadership aspect of the position, and works directly with the Advisory Board when making important business decisions. Additionally, the Executive Director is to oversee and manages all financial aspects of the organization, including budgeting, accounting, and ensuring that sponsorship deals go smoothly. This also includes spearheading the negotiations for television, radio, and streaming distribution deals with ESPN and other networks.

Ticketing

Director of Ticket Sales/Operations

The Director of Ticket Sales/Operations oversees and leads all ticketing aspects of the organization. He/she collaborates with the host institution’s ticket sales department to facilitate pricing and selling of ticket packages to consumers. The Director of Ticket Sales/Operations usually will work alone, but will lead one seasonal Ticket Sales Associate in the months leading up to the event. The Director of Ticket Sales/Operations also collaborates closely with the Director of Sponsorships to facilitate sales strategies and tactics.

Ticket Sales Associate

Seasonal position. Collaborates with host institution’s ticketing department in order to sell tickets to the Allstate Second City Showdown to families, alumni, and casual basketball fans across the Chicagoland area. Reaches out directly to prospective consumers via phone and email. Provides customer support for any questions regarding ticketing. Manages Will Call booth on day of event. Reports to Director of Ticket Sales/Operations.

Sponsorships

Director of Sponsorships

The Director of Sponsorships oversees and leads all sponsorship aspects of the organization. The Director of Sponsorships facilitates the development of the sponsorship packages and assets and its pricing. He/she collaborates with the host institution's corporate sponsorship sales department to facilitate pricing and selling of sponsorship packages to prospective businesses. The Director of Sponsorships collaborates with a Sponsorship Sales Associate to secure sponsorships with local businesses for the Allstate Second City Showdown. Sponsorships include title sponsorship, community partners, and game day presentation sponsors. The Director of Sponsorships also collaborates closely with the Director of Ticket Sales/Operations to facilitate sales strategies and tactics.

Sponsorship Sales Associate

Full-time position. Collaborates with local businesses and Fortune 500 companies in the Chicago area to secure various sponsorships for the Allstate Second City Showdown. Facilitates hospitality responsibilities on the day of the event, including checking in guests at luxury seating sections (i.e., Wilson Club at Welsh-Ryan Arena) and implementation of sponsorship activation sites. Reports to Director of Sponsorships.

Marketing/Communications

Director of Marketing/Communications

The Director of Marketing/Communications oversees and leads the Marketing/Communications Department of the Organization. The Director is tasked with spearheading all media relations, social media, and marketing campaigns to generate publicity for the Allstate Second City Showdown. He/she also generates publications such as press

releases, game preview and recap articles, and other feature stories to generate publicity for the Allstate Second City Showdown. Event day responsibilities includes meeting with media members, social media marketing, and facilitation of post-game press conferences. Receives assistance from intern on day of event.

Event Operations

Director of Facilities/Event Management

The Director of Facilities/Event Management oversees and leads the Event Operations Team. The Director facilitates the set-up and take-down of all Allstate Second City Showdown presentation materials, including the court floor, signage, and sponsorship activation sites. Also assists television production staff, including camera placement and set-up of other equipment. Works closely with host institution's Facilities Manager (who serves as member of Event Operations Team) to ensure proper management of venues. Also collaborates with Executive Director in negotiations with the host venues, facilitating rental fees and arena operating cost budgets.

Event Operations Team

Consisting of four unpaid interns on the day of the event, reports to Director of Facilities/Event Management. Assists Director with management of venues. Sets up and takes down presentation materials, including the court floor, signage, and sponsorship activation sites. Also assists with arena lighting, concessions, and merchandising. Led by Facilities Manager of host institution, who has first-rate knowledge of managing the host venue.

Intern

There will be one intern working with the Allstate Second City Showdown staff full time, assisting all departments, gaining valuable experience working with a large-scale athletics event. Most of responsibilities will be split between assisting the Director of Marketing/Communications and Director of Ticket Sales/Operations. Additionally, there will be four interns working on the day of the event to assist the Director of Facilities/Event Management. The interns must be able to receive college credit, and is not a paid position.

Summary

In summary, the Allstate Second City Showdown organizational staff has a very horizontal hierarchy. All of the department Directors are on the same management level, and the only person above them is the Executive Director. Additionally, although the Advisory Board collaborates directly with the Executive Director, the Board is also easily accessible to the rest of the organization. In a relatively smaller-scale environment, collaboration is the key to success. With only eight full-time employees, each team member has an important position. Having a tight-knit, horizontal hierarchy allows for the collaborative work environment necessary to make the event a successful one.



FINANCIAL ANALYSIS

Financial Analysis

Overview

In its first year, the Allstate Second City Showdown will be hosted by Northwestern University at Welsh-Ryan Arena in Evanston. Overall, the Allstate Second City Showdown appears to be financially viable if attendance and sponsorship figures meet their projections. In the best-case scenario, the doubleheader event would experience a profit of \$786,280. Worst-case to middle-range projections range from a \$283,470 loss to a \$329,280 profit. The doubleheader structure makes the event unique because as two games are played, media revenue is generated for two games at the cost of one. Additionally, more opportunities exist for merchandise and concession sales. The following financial analysis examines the rationale behind figures in each category.

Expense Analysis

Event Operating Expenses

The biggest operating expenses up front will be the costs associated with producing the two games for television and streaming distribution. Since the Allstate Second City Showdown is a relatively lower-profile event for ESPN to distribute nationally, it is unlikely that the network will pay for the distribution rights. Rather, the Allstate Second City Showdown will negotiate a deal with ESPN in which the network will provide the four-hour air time at no cost, in exchange for 50 percent of the advertising inventory and all of the production costs deferred to the Allstate Second City Showdown. The television production costs project to be around \$150,000.

Furthermore, there are arena operating costs associated with hosting a men's basketball event at any given home arena. These costs include arena utilities such as lighting, water, and heating, in addition to the management of the court floor, signage, and a security team. For

reference, the operating costs at the United Center in Chicago are approximately \$90,000. In 2019 the Allstate Second City Showdown will be played at Northwestern's Welsh-Ryan Arena, which is one-third the size of the United Center in terms of capacity (7,039 vs. 20,917), equating arena operating costs to approximately \$30,000.

Lastly, there is an arena rental cost associated with hosting any event at an arena. These costs are typically 20 percent of the event's ticket revenue. With a projected ticket revenue of around \$250,000, the arena rental cost will be \$50,000.

Business Operations Expenses

Business operations expenses are comprised of employee salaries and office expenses. The Executive Director is paid the most at \$85,000 per year. The four department directors – Director of Ticket Sales, Director of Sponsorships, Director of Marketing/Communications, and Director of Facilities/Event Management – are all paid \$75,000 each. There will be one Sales Team member and one Sponsorship Sales Team member paid \$35,000 each. The responsibilities of each employee will be outlined in the Organizational Structure section of the business plan.

The Allstate Second City Showdown executive offices will be based in Rosemont, Illinois. This is primarily done to save costs, as Rosemont was offered a much more cost-effective selection of office spaces than downtown Chicago or Evanston, which can cost between \$35-40 per square foot. Additionally, Rosemont has easy accessibility to both the city and its suburbs due to its proximity to several major highways and being near O'Hare International Airport. The offices, located at 9550 W. Higgins Rd., offers over 9,000 square feet at \$22.50 per square foot, totaling just over \$200,000 for the year. Office supplies are estimated to be \$200 per person, with seven full-time employees and 1 intern in the office.

Marketing Expenses

Marketing expenses are estimated to be \$500,000. The Allstate Second City Showdown will pursue four main channels of marketing: billboards, print advertising, television advertising, and digital advertising. The Allstate Second City Showdown will utilize three strategically placed billboards to promote the event – one along I-94 near Evanston, one along I-294 near Rosemont, and one along I-90 near the downtown Chicago Loop. There will also be advertisements distributed in the Chicago Tribune newspaper, on local television and radio stations such as ABC 7, Fox 32, WGN television and radio, and 670 The Score, as well as extensive social media campaigns. The Allstate Second City Showdown will also work closely with the marketing departments of the participating schools to promote the event organically.

Typically, marketing budgets are 20% of an organization's ticket revenue. However, that would total millions of dollars based on the projected revenues. This seems too high for the relatively-small scale of the operation. However, if the event does not sell as well as it is projected to in the first year, the marketing budget will be the first area to be revisited.

Revenue Analysis

Media Distribution

At this time, the Allstate Second City Showdown plans to be distributed on the ESPN family of networks, most likely being televised on ESPN2 or ESPNU and streamed on WatchESPN. The games will also be broadcast on the ESPN1000 radio station in Chicago. Since ESPN holds distribution rights through contracts with each of the four participating conferences (Big Ten, Big East, Horizon League, Missouri Valley Conference), they should have no trouble distributing the Allstate Second City Showdown.

As previously stated in the Event Operating Expenses section, the Allstate Second City Showdown is a relatively lower-profile event for ESPN to distribute nationally. It is unlikely that the network will pay for the distribution rights, which will therefore not bring in any revenue. The Allstate Second City Showdown will negotiate a deal with ESPN in which the network will provide the four-hour air time at no cost, in exchange for 50 percent of the advertising inventory and all of the production costs deferred to the Allstate Second City Showdown. At sixteen commercial slots per hour of run time, a four-hour event would equate to 32 commercial slots for both ESPN and the Allstate Second City Showdown to fill.

Sponsorship

The bulk of total revenue comes from the title and supporting sponsorships. The best-case scenario for the title sponsorship will be a 10-year, \$10 million deal, which pays out \$1 million per year. Ten years is the ideal title sponsorship length because it gives each school the opportunity to host the doubleheader at least twice, which is enough time to assess the success of the event as a whole.

Several other supporting sponsors will generate additional revenue for the Allstate Second City Showdown. These sponsorships receive physical and LED signage at the host arenas, access to premium seating for clientele, and advertisements/announcements on video boards. The supporting sponsors can also be the presenting sponsor of on-court promotions, halftime shows, and post-game trophy presentations for the winning teams and MVP. These collective sponsors can potentially bring in an additional \$500,000 in revenue.

Tickets

Welsh-Ryan Arena has three tiers of seating: lower level, upper level, and premium seating in the Wilson Club. The Wilson Club not only offers premium seating, but has a fully-

stocked bar and buffet for food and drinks. These three tiers offer different pricing options, and will therefore generate different amounts of revenue. As stated in the Data Analysis, a sellout of 7,039 is expected due to size of fan bases, alumni, families, and casual basketball fans in the Chicago area. Affordable pricing should contribute to increased attendance, as well. In the best-case scenario fans can pay \$40 for lower-level tickets, which is only \$20 per game. Mid-range estimates bring in \$213,750 in ticket sales, and upper-range estimates bring in \$269,750 in sales.

Miscellaneous Revenue

Other forms of revenue are generated through parking, concessions, and merchandise sales. Welsh-Ryan Arena has two spacious parking lots on either side of the arena, allowing space for plenty of cars to park. Mid-to-upper range estimates calculate between 1,250 and 1,500 cars bringing in between \$12,500 to \$22,500 in revenue. In the future, however, if the price of parking is found to (estimated at either \$10 or \$15) deter fans from attending the Allstate Second City Showdown, it may be worth it to make parking free in exchange for higher attendance and ticket revenue.

Welsh-Ryan Arena also has fan-friendly concession pricing. Assuming each fan spends an average of \$12 to \$15 per person, concession sales can generate between \$84,000 and \$105,000 in revenue. With families being a primary target audience, concession sales can add up quickly as more mouths are fed. Therefore, concession sales represent a major opportunity for revenue generation.

Another major opportunity for revenue generation is merchandise sales. The Allstate Second City Showdown will order exclusive merchandise, mostly t-shirts and hats with some specialty items, as part of miscellaneous operating expenses. If each fan spends an average of \$30 on merchandise, the doubleheader can generate over \$200,000 in revenue.

Profit Analysis

Mid-to-upper range estimates for total profit are expected to be between \$329,280 and \$786,280. However, conservative estimates can end up providing a loss of around \$283,470. The most crucial aspects of revenue generation that will determine the financial success of the Allstate Second City Showdown are the sponsorship deals. The Allstate Second City Showdown will sell sponsorships to local Fortune 500 companies on the idea of uniting the community with the *only* annual college basketball doubleheader in Chicago, which should generate at least some interest. Additionally, the ESPN family of networks should embrace the opportunity of an annual doubleheader that builds rivalries and showcases four prominent universities in one of the largest markets in the country. As long as those deals fall into place, the Allstate Second City Showdown should be profitable and highly successful for the Chicagoland community.

Expenses		
Event Operating Expenses		
Television Production Costs		\$150,000
Arena Rental Fee		\$50,000
Arena Operating Costs		\$30,000
Total Operating Expenses:		\$230,000
Business Operations		
Salaried Employees		
Executive Director		\$85,000
Director of Ticket Sales		\$75,000
Director of Sponsorships		\$75,000
Director of Marketing/Communications		\$75,000
Director of Facilities/Event Management		\$75,000
Sales Team Member		\$35,000
Sponsorship Sales Team Member		\$35,000
Total Salaries + Benefits:		\$455,000
Office Expenses		
Rent Cost/SF/Year	\$22.50	
Office Square Footage	9,092	
		Office Rent/Year
		\$204,570
Office Supplies/Person/Year	\$200	
Employees	7	
		Office Supplies/Year
		\$1,400
Total Business Operations Expenses:		\$660,970
Marketing Expenses		
Billboards		
Cost/Month	\$5,000	
Campaign Length (months)	6	
Number of Billboards	3	
		Billboard Expenses:
		\$90,000
Print Advertising		
Newspaper Cost/Ad	\$600	
Campaign Length (months)	6	
Number of Ads/Month	3	
		Print Advertising Expenses:
		\$10,800
Television Advertising		
		Budget:
		\$300,000
Digital Advertising		
		Budget:
		\$98,000
		Miscellaneous Expenses:
		\$1,200
Total Marketing Expenses:		\$500,000
TOTAL EXPENSES		\$1,390,970

Revenues				
	Worst Case	Mid-Range	Best Case	
Sponsorship				
Title Sponsorship	\$500,000	\$800,000	\$1,000,000	
Supporting Sponsors	\$300,000	\$400,000	\$500,000	
Total Sponsorship Revenue:	\$800,000	\$1,200,000	\$1,500,000	
Tickets				
Lower Level				
Lower Level Ticket Price	\$25	\$35	\$40	
Attendance, Lower Level	3,000	3,150	3,350	
Ticket Revenue, Lower Level	\$75,000	\$110,250	\$134,000	
Upper Level				
Upper Level Ticket Price	\$15	\$25	\$30	
Attendance, Upper Level	3,200	3,300	3,400	
Ticket Revenue, Upper Level	\$48,000	\$82,500	\$102,000	
Suites (Wilson Club)				
Ticket Price	\$50	\$60	\$75	
Attendance, Suites	100	350	450	
Ticket Revenue, Suites	\$5,000	\$21,000	\$33,750	
Total Ticket Revenue	\$128,000	\$213,750	\$269,750	
Miscellaneous				
Parking				
Parking Price	\$5	\$10	\$15	
Parked Cars	900	1,250	1,500	
Parking Revenue	\$4,500	\$12,500	\$22,500	
Concessions				
Dollars Spent Per Person	\$10	\$12	\$15	
Concessions Revenue	\$70,000	\$84,000	\$105,000	
Merchandise				
Dollars Spent Per Person	\$15	\$30	\$40	
Merchandise Revenue	\$105,000	\$210,000	\$280,000	
TOTAL REVENUES	\$1,107,500	\$1,720,250	\$2,177,250	

TOTAL PROFIT	(\$283,470)	\$329,280	\$786,280
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MARKETING ANALYSIS + STRATEGIC OUTLINE

Marketing Analysis

Three positioning statements will serve as beacons for the Allstate Second City Showdown organizational staff in marketing the event towards three main groups of people: families, die-hards, and alumni/season ticket holders. To each of these different groups, the Allstate Second City Showdown has something unique to offer. Affordable pricing and easy accessibility will appeal to both families and fans of the three “visiting” teams, while die-hards will experience the high-caliber basketball they are craving. Another major target group, Northwestern fans, does not necessarily need a positioning statement as they are most likely attending the event regardless of marketing efforts.

Positioning Statements

To Chicago Sports Dads and their families, the Allstate Second City Showdown is the best family entertainment option that allows them to enjoy an afternoon of high-caliber basketball in Chicago because of its family-friendly atmosphere, entertaining action, easy accessibility, and affordable pricing of tickets, concessions, and merchandise.

To College Basketball Die-hards in Chicago, the Allstate Second City Showdown is the best sporting event option that showcases the city’s best college basketball action in November because it’s the only event of its kind, featuring four major programs on one court.

To Alumni/Season Ticket Holders of the Visiting Team, the Allstate Second City Showdown is the best sporting event option that serves as an opportunity to support your team in a new

atmosphere because of its easy accessibility, affordable pricing, and high-caliber basketball action.

Strategic Marketing Plan Outline

Goal: Attract 7,000 fans to the inaugural Allstate Second City Showdown

- Strategy: Sell at least 350 Wilson Club (Welsh-Ryan Arena's luxury seating section) tickets
 - o Tactic: Send letter from Northwestern head coach Chris Collins to Northwestern season ticket holders highlighting exclusive opportunity to purchase Wilson Club tickets at reduced price
 - o Tactic: Email blast to database of 2,000 recent Northwestern ticket-buyers in Chicago area highlighting exclusive opportunity to purchase Wilson Club tickets at reduced price
 - o Tactic: Include Wilson Club ticket option when selling sponsorship package to corporate partners such as Evanston Subaru and Athletico
- Strategy: Sell at least 3,000 lower level tickets
 - o Tactic: Send letter from DePaul, UIC, and Loyola-Chicago head coaches to their respective season ticket holders, promoting event and highlighting exclusive chance to see team play in inaugural Allstate Second City Showdown event
 - o Tactic: Email blast to database of recent Northwestern ticket-buyers in Chicago area promoting event and highlighting exclusive chance to see team play in inaugural Allstate Second City Showdown event
 - o Tactic: Publish feature story on all four schools' athletics websites, describing event details, matchup storylines, and ticket information

- Strategy: Sell at least 3,300 upper level tickets
 - o Tactic: Facilitate grassroots marketing campaigns to youth groups that have previously attended Northwestern sporting events – including: youth basketball teams, dance teams, and community organizations such as Keshet and Special Olympics
 - Sub-tactics: Phone calls to group leaders, email blasts to group leaders, hand out flyers at youth group events
 - o Tactic: Publish feature story on all four schools’ athletics websites, describing event details, matchup storylines, and ticket information

Goal: Generate \$1.5 million in sponsorship revenue

- Strategy: Sell a 10 year, \$10 million title sponsorship deal (\$1 million annual value)
 - o Tactic: Send personalized emails promoting event and sponsorship opportunity to seven Fortune 500 Companies in the Chicago area, such as Allstate, Walgreens, and United. Should be done 10-12 months prior to event.
 - o Tactic: Send prospective businesses an official basketball, autographed by all four schools’ head coaches, featuring the company’s potential Second City Showdown co-branded logo and a written letter from Executive Director of Second City Showdown indicating interest
 - o Tactic: Phone call from Director of Sponsorship Sales to interested brands discussing sponsorship opportunity
 - o Tactic: Secure in-person meeting with two to three interested title sponsors and present sponsorship package that includes:
 - Company logo on all promotional marketing materials

- Signage throughout host arena
 - Video board commercials
 - On-air commercial slots
 - Luxury seating tickets
 - Promotional booth(s) in arena
 - Sponsored giveaway items
 - Serve as presenting sponsor for promotional events, including coaches' reception and food packing event
- Strategy: Sell two sponsorships for \$150,000 each
- Tactic: Send emails promoting event and sponsorship opportunity to Fortune 500 Companies in the Chicago area that were interested in title sponsorship but did not receive it. Should be done 6-8 months prior to event.
 - Tactic: Send prospective businesses an official basketball, autographed by all four schools' head coaches, featuring the company's potential Second City Showdown co-branded logo and a written letter from Executive Director of Second City Showdown indicating interest
 - Tactic: Phone call from Director of Sponsorship Sales to interested brands discussing sponsorship opportunity
 - Tactic: Secure in-person meeting with two to three interested sponsors and present sponsorship package that includes:
 - Signage throughout host arena
 - Video board commercials
 - On-air commercial slots

- Luxury seating tickets
 - Promotional booth(s) in arena
 - Sponsored giveaway items
- Strategy: Sell three sponsorships for \$75,000 each
 - Tactic: Phone call from Director of Sponsorship Sales to interested brands discussing sponsorship opportunity. Should be done 6-8 months prior to event.
 - Tactic: Secure in-person meeting with two to three interested sponsors and present sponsorship package that includes:
 - Signage throughout host arena
 - Video board commercials
 - On-air commercial slots
 - Luxury seating tickets
 - Promotional booth(s) in arena
 - Sponsored giveaway items

Goal: Secure media distribution rights deal with major television network

- Strategy: Reach agreement with ESPN at least six months prior to event
 - Tactic: Negotiate agreement to cover production costs and split commercial inventory in exchange for four-hour run time on ESPNU
 - Tactic: One year prior to event, facilitate initial emails, phone calls, and meetings with corresponding ESPN executives outlining event details
 - Tactic: Secure final in-person meeting with ESPN executives to outline financial details, logistics, and presentation details

- Strategy: If no agreement with ESPN reached, pursue deal with Fox Sports 1 at least six months prior to event
 - o Tactic: Negotiate agreement to cover production costs and split commercial inventory in exchange for four-hour run time on FS1
 - o Tactic: Eight months prior to event, facilitate initial emails, phone calls, and meetings with corresponding FS1 executives outlining event details
 - o Tactic: Secure final in-person meeting with FS1 executives to outline financial details, logistics, and presentation details



SPONSORSHIP PROPOSAL

Sponsorship Proposal

Overview

The Second City Showdown is prepared to offer Allstate Insurance a title sponsorship deal worth \$10 million over ten years, or a \$1 million per year value, including an opt-out option after five years. The deal includes having its logo on all official event promotions, signage throughout the host arena including the court floor, priority access to luxury seating, commercials, and more. Because of its long history in Chicago and relationships with the four participating schools, a partnership between Allstate and the Second City Showdown can be mutually beneficial for both parties. The event allows Allstate to give back to its community and honor the city's rich basketball heritage, reaching new demographics and promoting its brand in the process.

Allstate Background

Allstate has enjoyed a storied history in Chicago. Founded in 1931 by Sears, Roebuck & Co. President and Board Chairman General Robert E. Wood, Allstate has served Chicagoans for over eighty years. Since its beginnings as an automobile insurance carrier, Allstate has evolved into the nation's largest publicly held personal lines insurer. Today, its 70,000 employees serve over 16 million households, including thousands in the Chicagoland area from the services of hundreds of agents.

Allstate also has a history of sponsorships with the NCAA and college basketball. In addition to being the title sponsor of the Sugar Bowl since 2003, Allstate had been an official partner of the "March Madness" Men's Basketball Tournament for several years. According to its official website, "annual on-site activations, digital exposure and TV spots feature the type of

mayhem Allstate helps protect its customers from”. Allstate’s history of supporting college athletics, particularly basketball, makes for partnering with the Second City Showdown.

Furthermore, Allstate has enjoyed success with the participating Second City Showdown schools in the past. In 2010 Allstate was the title sponsor of the Wrigleyville Classic, a college football matchup between Northwestern and the University of Illinois at Wrigley Field, which marked the first college football game played there in over seventy years. In the backyard of its corporate headquarters, Allstate enjoyed a partnership with Illinois’ two biggest collegiate programs, showcasing itself to over 40,000 spectators and millions of viewers on television.

Additionally, Allstate holds the naming rights for Allstate Arena in Rosemont, which served as the home to DePaul’s men’s basketball team from 1980-2017. The company also sponsors the Allstate Actuarial Sciences Award, a \$500 award presented to two DePaul Actuarial Science and Mathematics majors students. Allstate also sponsors exhibits and is a frequent career fair attendee at Loyola-Chicago and UIC.

Why Allstate?

There are many reasons why Allstate was selected as a potential naming rights sponsor for the Second City Showdown. First and foremost, the Second City Showdown admires the principles and values of Allstate. On its official website, Allstate declares its values: “Honesty, caring and integrity; Inclusive diversity; Engagement; Accountability; and Superior performance” (Our Shared Purpose). Allstate also lists its company priorities, which includes customer focus and operational excellence, and its operating principles, which includes “Putting the customer at the center of all of our actions” and “Be a learning organization that leverages successes, learns from failures and continuously improves” (Our Shared Purpose). These values

and priorities are commendable, as they reflect the culture the Second City Showdown strives for.

Allstate also takes pride in being involved in local communities, supporting causes that enrich the lives of youth and their families. Allstate is a proud sponsor of WE, a nonprofit that “empowers young people to act with intention and lead with compassion” (Engaging Youth). More than 1.7 million youth participated in WE programs in the U.S. during the last school year, in which 3.5 million hours were volunteered and \$9 million raised by participants to support local and global causes (Engaging Youth). The Second City Showdown places strong value on community involvement throughout the year, in addition to an emphasis on bringing in youth and community groups to the games each year.

Overall, a robust history in Chicago, college sports, and with the four participating universities, combined with demonstrating admirable values and priorities such as being consumer-driven and involved with the community, makes Allstate a strategic fit to serve as the title sponsor of the Second City Showdown.

The Sponsorship Package

Includes:

- Company logo on all official promotional marketing materials, including event logo
- Signage throughout host arena, including exterior, throughout concourses, on video board and LED ribbons, on court floor
- Guaranteed brand mentions during all broadcasts and promo graphics (i.e., “The Allstate Second City Showdown”)
- Four (4) video board commercials in arena during timeouts and halftime
- Eight (8) guaranteed commercial slots on-air during broadcasts (television and radio)

- Twenty (20) complimentary luxury seating tickets (I.e., Wilson Club at Welsh-Ryan Arena, suite at Wintrust Arena, courtside seats at Credit Union 1 Center and Gentile Arena) at Second City Showdown
- Four (4) complimentary courtside tickets at Second City Showdown
 - o At Welsh-Ryan Arena and Wintrust Arena, in addition to luxury suite option
- Serve as presenting sponsor for Second City Showdown promotional events, including:
 - o Student & alumni bowling event at King's Dining & Entertainment in Rosemont
 - o Coaches' reception at Hilton Chicago hotel
 - o Community food packing event, led by participating student-athletes, at Greater Chicago Food Depository
- Exclusive promotions for Allstate policy holders on game day
 - o Raffles, giveaways, and more
- 'Buy one, get one' ticket promotion for Chicagoland Allstate agents
- Serve as presenting sponsor for exclusive digital content with ability to distribute on own social media channels, i.e.:
 - o Highlight and promotional videos
 - o Recap graphics, i.e. 'Play of the Game', 'Photo of the Game', etc.
 - o Behind-the-scenes videos, graphics

Benefits:

- Exclusivity as title sponsor
- Exposure in prime media market during college basketball tipoff season on ESPN family of networks
- Reach a wide variety of audiences, including ages 18-35 demographic

- Year-round promotion, with focused advertising from September to November
- Immerse brand in variety of high-caliber basketball environments
- Extensive social media reach
- Hometown love – continue to develop strong relationship with city of Chicago

Cost:

- \$10,000,000 for ten (10) years
 - o \$1 million annual value
 - o Opt-out option after five (5) years

A partnership between Allstate and the Second City Showdown must be mutually beneficial. To ensure that our partnership is ‘in good hands’, Allstate can help promote the event on their end. For example, Allstate agents can distribute a promotional flyer for the Second City Showdown with all of their paper materials distributed to policyholders in the months leading up to the event. Additionally, promotional flyers and signage can be displayed at all Chicagoland Allstate agent offices to generate publicity for the event. Just as Allstate will continue to serve the Chicagoland community through sponsoring one of its biggest sporting events of the year, it can assist the organizational staff of the Second City Showdown to ensure the event is the best it can possibly be.

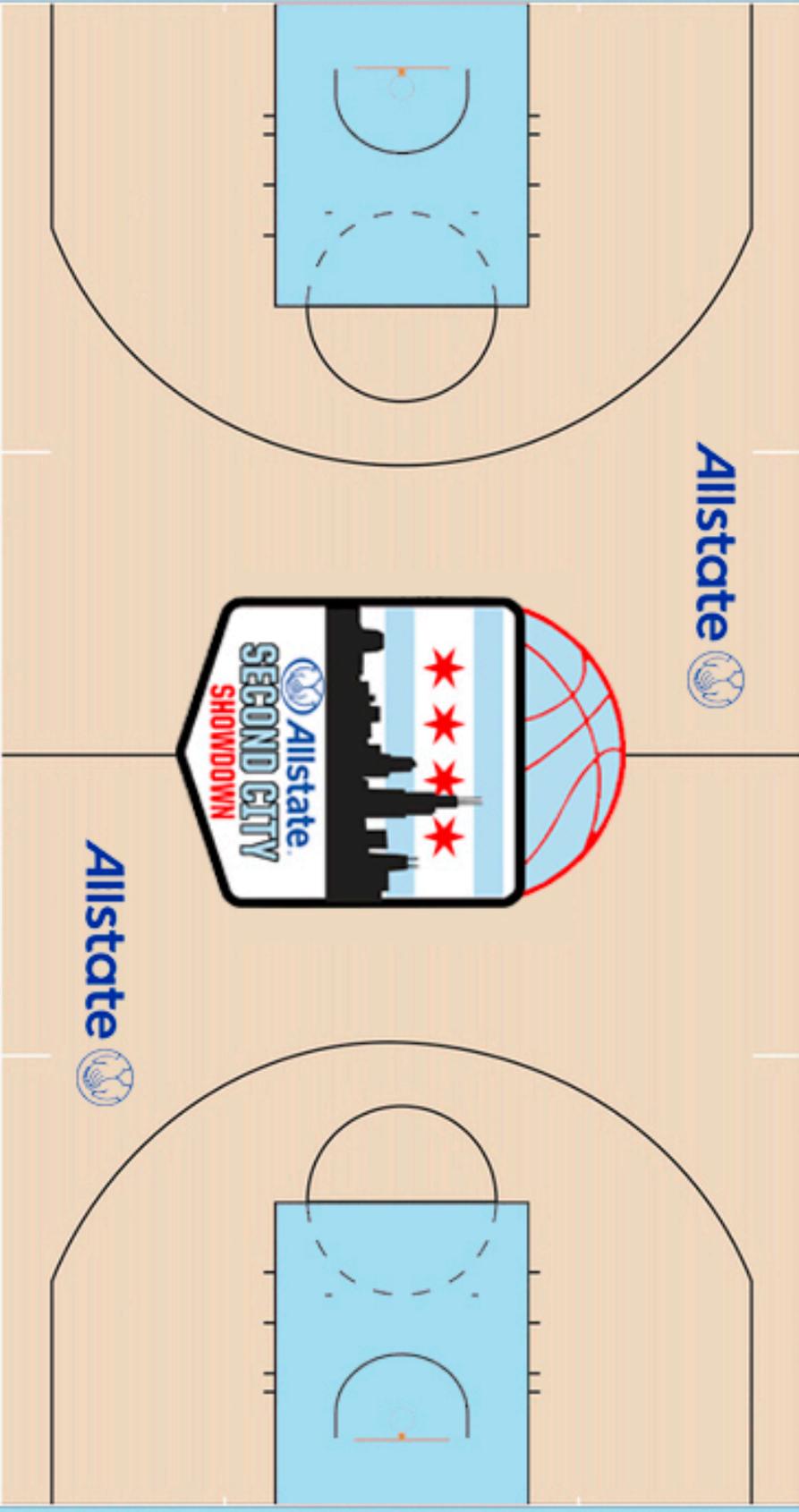
Logo mockups:



SECOND CITY SHOWDOWN

SECOND CITY SHOWDOWN.COM

BIG EAST HORIZON LEAGUE THE VALLEY



SECOND CITY SHOWDOWN



CONCLUSION

Conclusion

The Allstate Second City Showdown has all the makings of a successful college basketball doubleheader event. The city of Chicago has hosted plenty of successful college basketball events in the past, including NCAA Tournament games, Big Ten Tournament games, the State Farm Champions Classic, and countless games from four major Division I conferences. However, Chicago has never had its own annual doubleheader featuring schools in its own backyard. The Allstate Second City Showdown represents a major opportunity to unite college basketball fans from all over the Chicago area for what should be one of the city's biggest sporting events of the year.

The statistical and data analysis revealed several findings that would benefit the Allstate Second City Showdown. First, the doubleheader is bound to reach the coveted college basketball fan demographic consisting of educated, affluent families with children. Additionally, there is no shortage of Fortune 500 companies in the Chicagoland area that could serve as potential sponsors for the event. Furthermore, the four participating teams – Northwestern, DePaul, UIC, and Loyola – were found to be ideal for several reasons. The close proximity of the arenas, combined with their easy accessibility and smaller capacity size, will create the intimate environment that college basketball purists desire. Above all, the four schools have sufficient fan bases and history in Chicago to expect a sellout crowd at the Allstate Second City Showdown.

The Allstate Second City Showdown also features a well-structured and motivated organizational staff. They are driven by the mission to to unite college basketball fans from all over the Chicago area and offer a family-friendly atmosphere, high-quality hoops, and a first-class experience to everyone involved, all to promote the storied history of basketball in Chicago. With only eight full-time employees, each team member has an important position in a

horizontal hierarchy. The Allstate Second City Showdown will rely on a heavily-collaborative work environment that will motivate everyone to make the event a successful one.

Financial projections indicate that the Allstate Second City Showdown will likely be profitable right from year one. Middle-to-high range projections show a profit between \$330,000 and \$790,000, while the worst-case scenario of a \$280,000 loss can certainly be made up after a couple years of operation. The key to success relies on sponsorship deals, which offers plenty of inventory and publicity opportunities as part of its package. Partnering with Allstate will be a win-win for both entities in terms of exposure and profitability, in addition to generating more ‘hometown love’ for one of Chicago’s longest-standing partners.

Lastly, the Allstate Second City Showdown offers a comprehensive marketing plan with well-structured goals, strategies, and tactics. Each goal is SMART – specific, measurable, attainable, relevant, and time-based – and will motivate the organizational staff to succeed. The organizational staff will be encouraged to think outside the box in terms of grassroots marketing campaigns to generate as much publicity as possible. Partnering with the Allstate Second City Showdown allows brands to give back to the Chicagoland community and honor the city’s rich basketball heritage, while reaching new demographics and brand exposure in the process.

Overall, the Allstate Second City Showdown has great potential as an event. This business plan has outlined all of the structural pieces that can come together and produce a truly special event. Chicago has long been overdue to develop its own annual tradition for college basketball fans all across the city, and the Allstate Second City Showdown presents that opportunity with a strong plan in place.



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