



PRESENTED BY:
DANIEL SAGERMAN
NORTHWESTERN UNIVERSITY
MSA 498

Overview

- Second City Showdown 101
- Mission & Values
- Why Chicago?
- Why College Basketball?
- Organizational Structure
- Financial Analysis
- Presenting Sponsor
- Sponsorship Benefits
- Mockups



Second City Showdown 101

- Established 2019
- College basketball doubleheader featuring Northwestern, DePaul, UIC, Loyola-Chicago
- Played in November
- Alternating host arenas, beginning with NU
- Only annual Chicago doubleheader featuring Chicago teams
- Managed by Second City Showdown Commission



Our Mission and Values

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, to promote the storied history of basketball in Chicago.

Values

- High-caliber atmosphere
- Community involvement
- Fan-friendly and Family-friendly



Why Chicago?

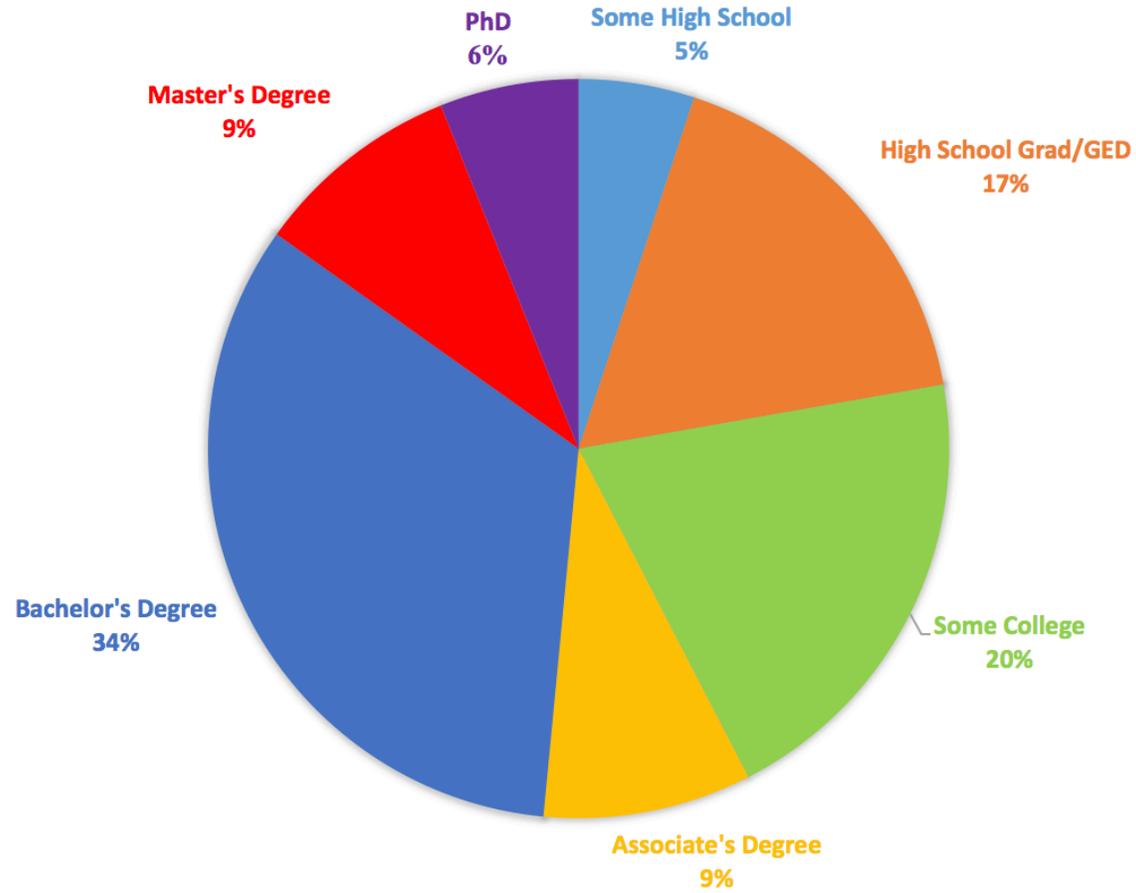
- Rich basketball history → pro and college
- Chicagoland Demographics
 - 2.85 million households of families with children
 - \$68,000 median income
- 36 Fortune 500 Companies
- Hotbed for college sports fans
 - Big Ten alumni, 5 D-I men's basketball teams



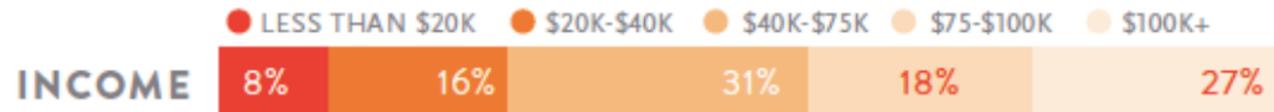
Why College Basketball?



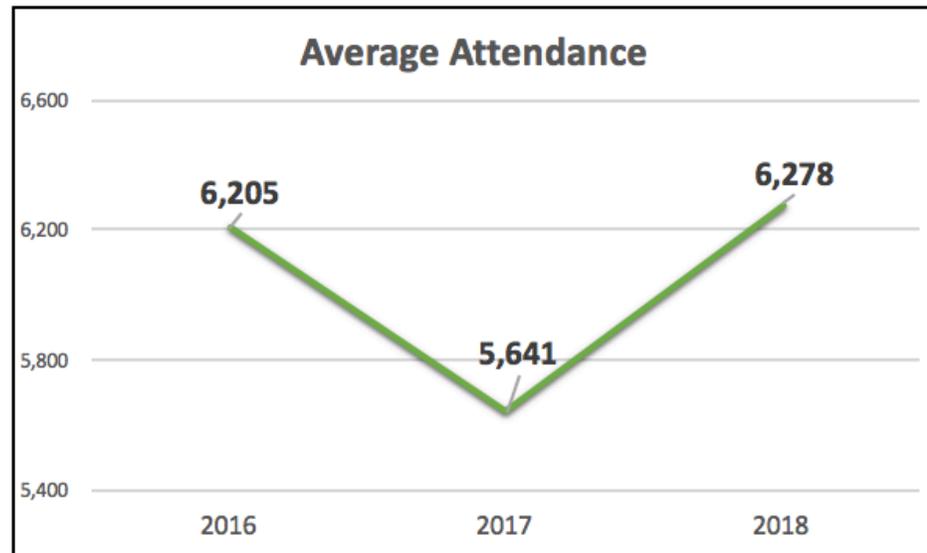
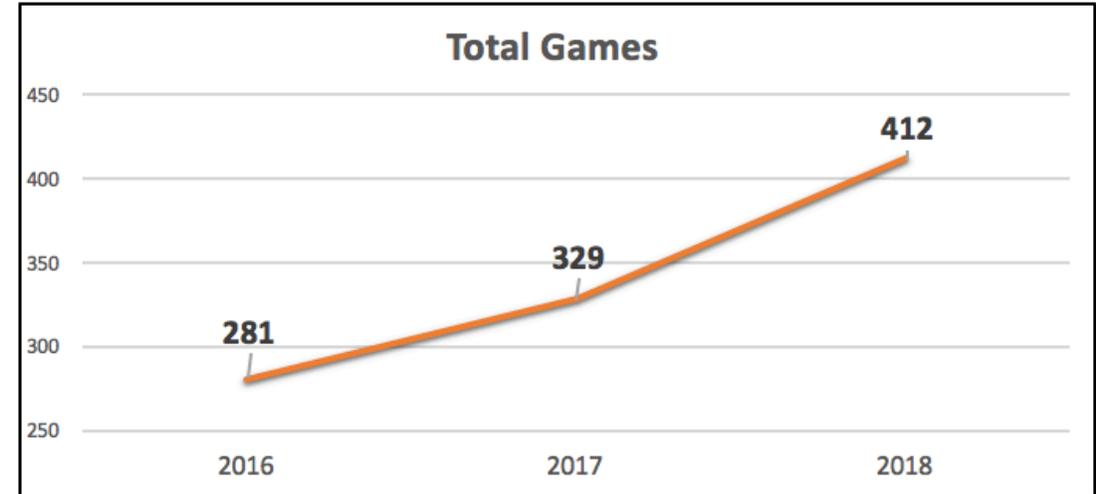
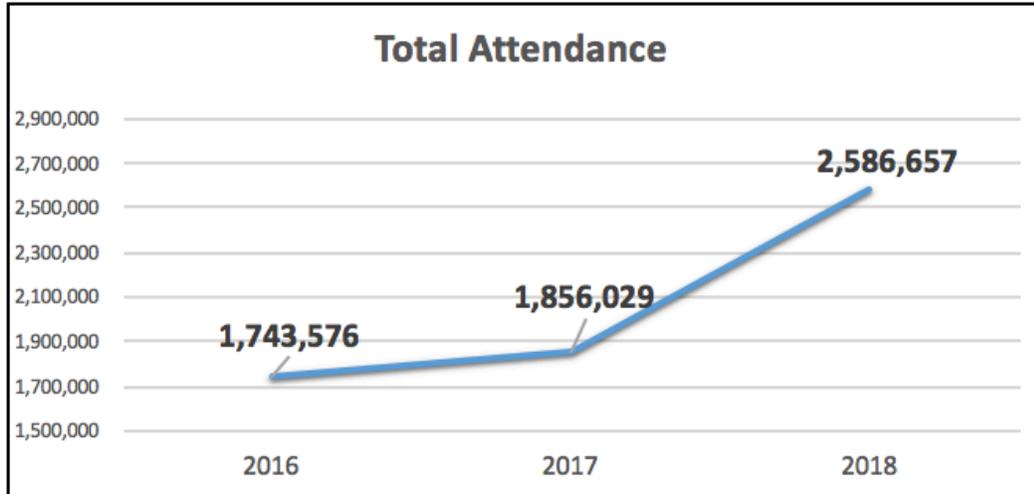
EDUCATION BACKGROUNDS OF COLLEGE BASKETBALL FANS



DEMO PROFILE (2013 NCAA TOURNAMENT):



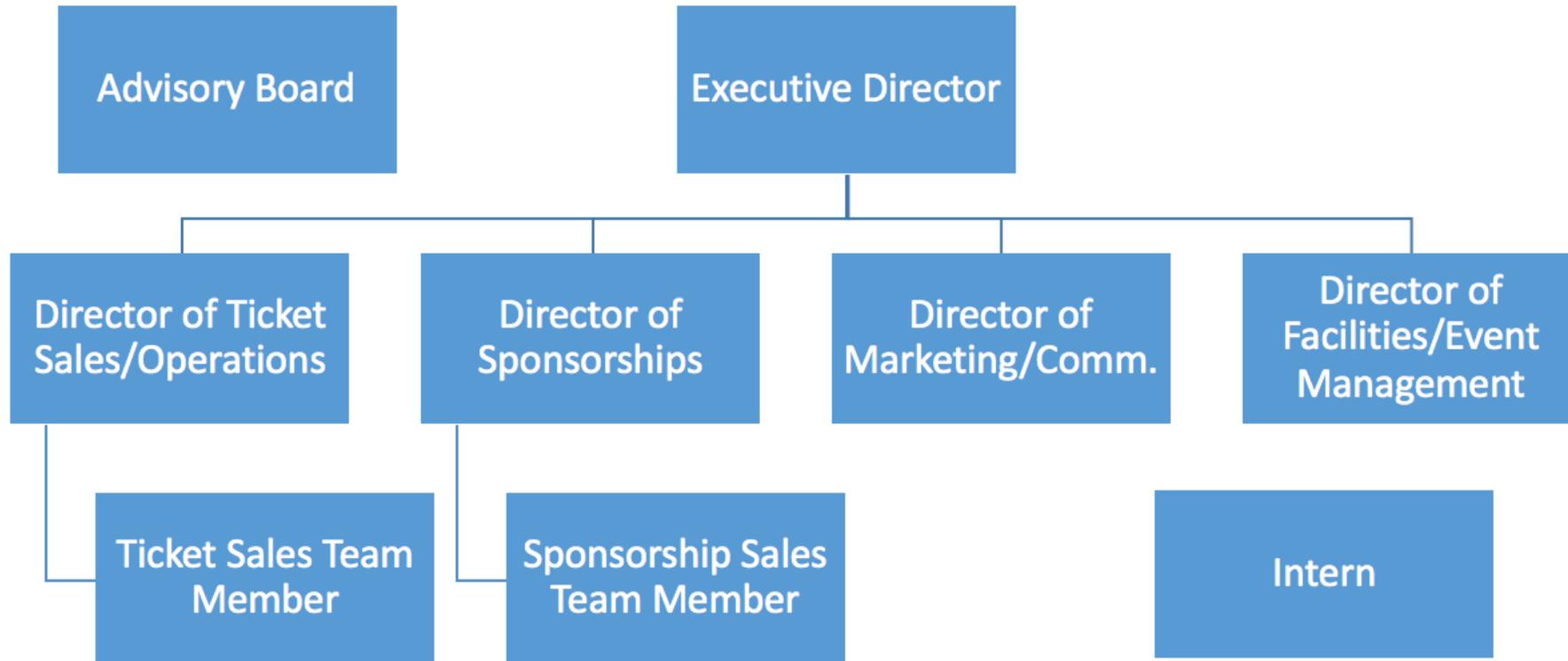
Neutral-Site NCAA Division I Men's Basketball



Note: Includes 67
March Madness games



Organizational Structure



Financial Overview

TOTAL EXPENSES	\$1,390,970		
TOTAL REVENUES	\$1,107,500	\$1,720,250	\$2,177,250
TOTAL PROFIT	(\$283,470)	\$329,280	\$786,280



Financial Analysis

- Primary Expenses:
 - Marketing **(\$500,000)**
 - Event Operations costs **(\$230,000)**
- Primary Revenues:
 - Sponsorships **(\$1 – 1.5 million)**
 - Tickets, concessions, merchandise **(~\$500,000)**



Presenting Sponsor: Why Allstate?

- Two Chicago icons uniting
- History between Allstate and participating schools
- Shared values
 - Consumer focus
 - Operational excellence
 - Community involvement



Sponsorship Benefits

- Exposure in prime media market 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



Mockups





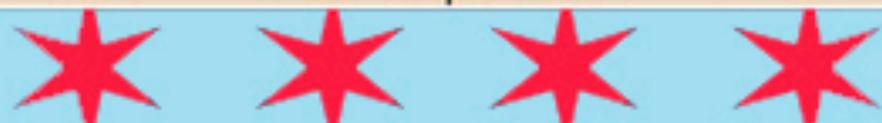
SECONDCITYSHOWDOWN

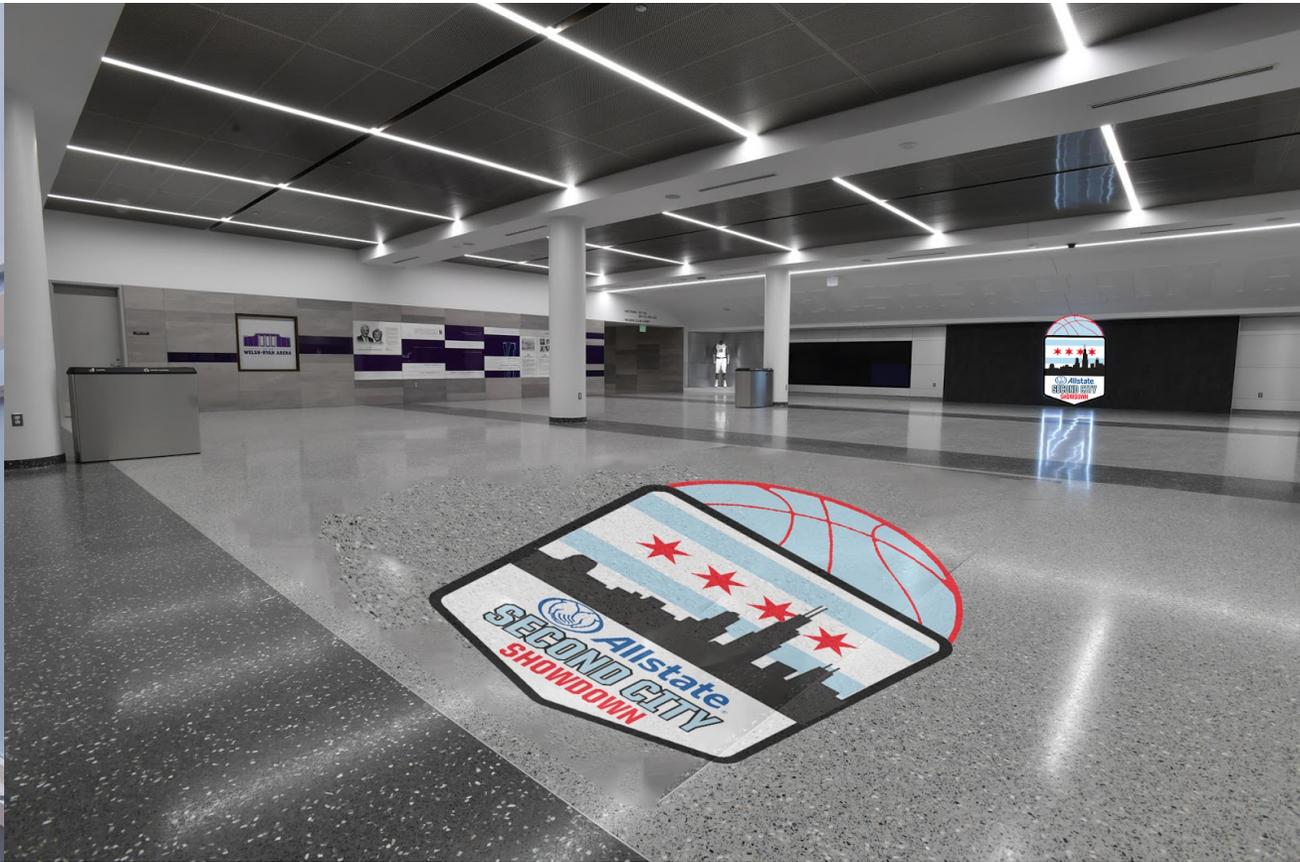
SECONDCITYSHOWDOWN

Allstate 



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Thank You!

