



2028 INAUGURAL EVENT

SPONSORSHIP & PARTNERSHIP PACKET

A two-day Chicago basketball experience designed to bring competitive travel teams, families, community partners and media together around the game.

TARGET WINDOW

Late Spring / Early Summer 2028

VENUE

Chicago Area - To Be Finalized

Prepared for prospective sponsors, venue partners and community collaborators

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ABOUT THE EVENT

The Opportunity

Chi City Showcase is being developed as a premium Chicago basketball event with a long-term goal of becoming a year-round events and media platform. The inaugural Showcase is intentionally focused: build an excellent first event, create measurable value for partners and establish relationships that can grow with the brand.

16	2	\$4K	1
TARGET TEAMS	EVENT DAYS	TARGET SCHOLARSHIPS	CHICAGO CHAMPION

Inaugural Event Framework

- Two-day tournament format featuring 16 invited or selected AAU / travel basketball teams.
- Competitive bracket play culminating in a championship game and awards presentation.
- Target of four \$1,000 athlete scholarships, selected through an established committee process.
- Streaming, game film, photography and social content designed to extend the event beyond the gym.
- Sponsor activations, branded courts, community engagement and scholarship recognition built into the weekend.
- Venue, final dates and production details will be confirmed through formal contracts before benefits dependent on those elements are guaranteed.

Built for relationships, not one-time transactions

The inaugural event is designed to give partners a manageable first commitment. Following the Showcase, Chi City will provide a post-event recap and explore expanded relationships with partners whose goals align with future events.

PARTNER VALUE

Why Partner With Chi City?

A Chi City partnership can connect a brand with athletes, families, coaches and Chicago basketball culture through a combination of live event presence, digital content, community impact and measurable post-event reporting.

LIVE EVENT VISIBILITY Court signage, PA recognition, sponsor displays, activation space and championship presentation opportunities.	DIGITAL + SOCIAL Website placement, event graphics, social recognition, video content and post-event media.
CHI CITY LIVE Broadcast branding, sponsor reads, commercial inventory and sponsored segments where production allows.	COMMUNITY IMPACT Scholarship funding, athlete support and community-focused recognition tied to a clear purpose.
HOSPITALITY VIP credentials, partner access and opportunities to host guests or representatives at the event.	MEASURABLE RECAP Post-event reporting designed to summarize participation, attendance, media reach, scholarship impact and sponsor fulfillment.

Founding-year advantage

Early partners have the opportunity to help shape activation ideas while the event is still being built. Chi City will remain flexible on cash, in-kind and hybrid partnerships when the exchange creates clear value for both sides.

2028 INAUGURAL OPPORTUNITIES

Premier Sponsorship Packages

The following packages are starting frameworks. Final benefits are confirmed in a written agreement and may be customized to fit the partner's objectives, the final venue contract and production capabilities.

INAUGURAL PRESENTING PARTNER

\$10,000

1 AVAILABLE

- "2028 Chi City Showcase presented by [Partner]" naming integration.
- Top-tier logo placement across approved event materials, website, sponsor signage and championship graphics.
- Premium Chi City Live recognition and selected broadcast inventory.
- On-site activation space and repeated PA recognition throughout the weekend.
- Championship presentation recognition, VIP credentials and post-event impact report.
- "Founding Partner" recognition for the inaugural 2028 event; no permanent future rights are conveyed.

CHAMPIONSHIP PARTNER

\$5,000

1 AVAILABLE

- "Championship Sunday presented by [Partner]" or comparable approved designation.
- Major championship-court signage and championship broadcast recognition.
- Logo placement on championship graphics and awards/trophy presentation recognition.
- Activation space, social recognition, VIP access and impact-report inclusion.

CHI CITY LIVE BROADCAST PARTNER

\$4,000

1 AVAILABLE

- "Chi City Live presented by [Partner]" designation for the inaugural event.
- Opening/closing broadcast recognition, approved commercial inventory and logo integration.
- Opportunity to sponsor replays, halftime or another broadcast segment where production allows.
- Website, social and post-event media recognition.

FLEXIBLE ENTRY POINTS

Additional Sponsorship Opportunities

OPPORTUNITY	INVESTMENT	AVAILABILITY	CORE VALUE
OFFICIAL COURT PARTNER	\$2,500	Up to 4	Temporary court naming on schedules and approved signage; court branding; PA and digital recognition; stream recognition from that court where available.
COMMUNITY IMPACT PARTNER	\$1,500	Multiple	Website and sponsor-board placement; social acknowledgement; general event signage; PA recognition; small activation/table opportunity where space allows.
SCHOLARSHIP PARTNER	\$1,000+	Multiple	Designated scholarship funding with recognition during the scholarship presentation, website/social acknowledgement and impact-report inclusion. Scholarship-designated funds are restricted to that purpose.
SUPPORTING PARTNER	\$500	Multiple	Logo/name on website and sponsor board, general social thank-you and event acknowledgement.
IN-KIND / HYBRID PARTNER	Custom	Multiple	Product, services or partial cash support may be valued against an appropriate benefit package. Common needs include apparel, food/beverage, printing, transportation, media, awards and event services.

Custom partnerships are welcome

Chi City Showcase welcomes cash, in-kind and hybrid agreements designed around a partner's goals. Sponsorship rights apply only to the 2028 inaugural event unless a separate written agreement states otherwise.

HOST THE INAUGURAL CHI CITY SHOWCASE

Venue & Hospitality Partnerships

The venue is more than a rental. Chi City is seeking a host that wants to become part of the event experience. A venue partnership may be cash, in-kind or hybrid and will be valued according to the documented rental, services and resources contributed.

Official Host Venue Partner

Investment: Negotiated based on venue value and services provided. A full or partial rental sponsorship can be matched with a major partner-benefit package.

WHAT CHI CITY IS SEEKING

- Four or more playable basketball courts for the two-day event.
- Full or partial venue-rental sponsorship / discount.
- Scoreboards, PA access, tables/chairs and reasonable setup/breakdown access.
- Space for sponsor activations, media operations and event administration.
- Coordination on security, cleaning, concessions and parking.
- Permission for temporary approved court naming and sponsor signage.
- Optional storage, practice, media-day or meeting space where available.

WHAT THE HOST VENUE CAN RECEIVE

- "Official Host Venue of the 2028 Chi City Showcase" designation.
- Prominent venue identification on schedules, event information and website.
- Logo placement commensurate with the documented partnership value.
- Chi City Live and PA recognition where applicable.
- On-site branding/activation opportunities consistent with the facility agreement.
- Social-media spotlight and venue feature content.
- VIP credentials and inclusion in the post-event impact report.
- Priority conversation regarding future Chi City events, subject to mutual agreement.

Other Venue-Related Partnership Options

- Official Hotel Partner - discounted room blocks, complimentary rooms for event operations, meeting space or team hospitality.
- Overflow / Practice Venue Partner - supplemental courts for practices, media day, skills activities or future expansion.
- Hospitality Partner - food, athlete meals, volunteer meals, beverages or coaches/VIP hospitality.
- Parking / Transportation Partner - parking discounts, shuttles, team transport or event-day mobility support.

STREAMING + MEDIA PARTNERSHIP

Chi City Live

Streaming is designed to expand the audience beyond the building and create additional value for sponsors. Chi City plans to combine live coverage, recorded game film, highlights, photography and social content under the Chi City Live identity.

LIVE	VOD	FILM	SOCIAL
SELECTED GAMES	REPLAY ARCHIVE	TEAM ACCESS	HIGHLIGHTS

Potential Broadcast Inventory

- Broadcast presenting rights and opening/closing sponsor reads.
- Pregame, halftime, replay, player-of-the-game or championship segment sponsorships.
- Approved commercials or branded video spots during breaks.
- Court-specific broadcast recognition for Official Court Partners.
- Sponsor logos in selected graphics, stream landing pages and postgame content.
- Free championship-stream underwriting: a sponsor may fund open access to maximize reach.

Production note

Final streaming inventory depends on the selected platform, media-rights terms, venue connectivity and production setup. Chi City will not guarantee specific viewer counts or impressions before the inaugural event.

Scholarships & Community Impact

Chi City Showcase intends to make athlete opportunity a visible part of the event. The inaugural target is four \$1,000 scholarships, with the ability to increase that amount if designated partners contribute additional funds.

Scholarship Partnership Framework

- Each \$1,000 designated contribution can support one scholarship or be pooled into a larger award structure.
- Partners may receive approved naming recognition connected to the award (for example, “[Partner] Chi City Scholar Award”).
- Recipients will be selected through an established committee and published criteria before awards are made.
- Scholarship-designated funds will be tracked separately and used only for the stated purpose.
- Scholarship partners will be recognized during the event and in the post-event impact report.

Long-term vision

As Chi City grows into multiple events and a broader basketball platform, the goal is for commercial growth to create more scholarships, more athlete support and more opportunities for Chicago-area youth.

Post-Event Partner Report

After the Showcase, partners will receive a concise recap designed to document what occurred and what their partnership supported. Depending on available data, the report may include teams/athletes served, attendance, streaming and social metrics, scholarship awards, photos of sponsor fulfillment and notable event outcomes.

NEXT STEPS

Let's Build the Partnership

Chi City Showcase is currently in the early planning stage. The immediate focus is securing the venue framework, refining the operating budget and identifying organizations interested in continuing the conversation as the event develops.

1	DISCOVERY	Discuss your organization's goals, preferred audience, community priorities and desired type of involvement.
2	CUSTOMIZE	Select a standard package or build a cash, in-kind or hybrid partnership around the assets that matter most.
3	CONFIRM	Finalize benefits, value, payment/service terms and any exclusivity in a written agreement.
4	ACTIVATE	Coordinate branding, media, hospitality, venue or scholarship fulfillment before event weekend.
5	REPORT + GROW	Receive a post-event recap and evaluate opportunities for future Chi City events.



CONTACT

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CHI CITY SHOWCASE

Chicago Basketball. Exposure. Opportunity. Community.

Planning note: All dates, venue features, audience estimates, streaming features and activation rights remain subject to final contracts, permits, platform terms and production capabilities. No future-year rights are included unless expressly stated in writing.