



# 2023 MEDIA KIT

Everything You Expect From An HBCU Classic!



# Jan 17, 2023

## The Schottenstein Center

### Everything You Expect from an HBCU Classic

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FOR IMMEDIATE RELEASE

**Classic For Columbus announces details around 2nd Annual College  
Basketball All-Star Game & Celebrity Extravaganza  
HBCU-focused event featuring game, community events set for April 22 at Schottenstein Center**

COLUMBUS, OH - Classic For Columbus announced today the 2nd Annual College Basketball All-Star Game & Celebrity Extravaganza will return to Columbus, Ohio for 2023. The event is scheduled for Saturday, April 22, at the Schottenstein Center on the campus of The Ohio State University, welcoming the Historically Black Colleges & Universities (HBCU) cultural event.

“Our sports/entertainment events spotlight education and institutions of higher learning,” said John Pace, CEO/President of Classic For Columbus. “Holding this event on The Ohio State University campus underscores our belief that education is the pathway to upward mobility for the students that we serve.”

This year’s All-Star Game & Extravaganza will feature an entire day of educational, cultural, and entertainment festivities—including last year’s favorites and some new attractions—all at The Schottenstein Center. There’s something for everyone. Everything you expect from an HBCU Classic!

New to the lineup this year is the Greater Columbus Basketball Legends Hall of Fame Induction Celebration. This year’s inductees include Voice of the Buckeyes, Paul Keels and Ronnie Stokes, St. Charles Prep and OSU basketball standout, Marquis Miller as well as basketball royalty, Jared Sullinger and family, Trey Burke and family, and other basketball legends.

Festivities begin at 12 p.m. with the Crane Group College Career & Community Fair. Colleges will provide enrollment, financial aid, and scholarship information. Local employers will be looking for job seekers and community-based groups will provide information about available services.

Tipoff for the All-Star Game is at 5 p.m. with top seniors from HBCUs around the country versus dynamic players from universities across Ohio (Ohio All-Stars vs. HBCU All-Stars). Former Chicago Bulls coach during the Michael Jordan era, Jim Cleamons, makes a return appearance to coach the Ohio All-Stars team. Cleamons vows to avenge last year’s down-to-the-buzzer loss to the HBCU All-Stars. This is a showcase of top talent as eight of last year’s players are now playing professionally.



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During the April 22 news conference, organizers announced that this year's event will feature the World-Class R&B Concert starring The Isley Brothers. The iconic music group will perform live at Schottenstein Center following the All-Star Game.

The Isley Brothers' music career spans seven decades. The group has released 111 singles and 31 studio albums, recording for a number of labels including Motown Records. The Isley Brothers are known for their smooth vocals and guitar solos, dating back to when Jimi Hendrix was in the group. The tradition is carried on today by Ernie Isley. The Isley Brothers' unique style merges R&B, Rock, and Soul. The brothers are originally from Cincinnati, Ohio.

Corporate sponsorships like Nationwide, the event's first and largest sponsor, helped Classic For Columbus contribute over \$430,000 to scholarship programs and HBCUs in its first year. "It has long been important to Nationwide to promote scholarship and professional development among diverse communities," said Jim McCoy, Nationwide's associate vice president of sports marketing. "Events like this give us an opportunity to support a unique event in our hometown, share our Nationwide story with diverse audiences, and engage with HBCU talent."

Huntington National Bank has also joined as a sponsor. Donald Dennis is Huntington's Executive VP, Chief Diversity Equity Inclusion & Culture Officer, and serves as Board President for Classic For Columbus. One of CFC's strategic partnerships is with Ohio Education Association, with the goal to recruit black and brown public education teachers with an emphasis on black males who are underrepresented across Ohio. "Huntington's purpose is to make people's lives better, help business(es) thrive, and strengthen the communities we serve," said Dennis. He continues, "We are thrilled to sponsor this event and support the Ohio Education Association with the goal of bringing more black and brown teachers to public education. We all benefit when educators represent the full spectrum of diversity that exists in our classrooms across the state. Increasing diversity and inclusion strengthens education. It improves teaching and learning. Students enrich their abilities to think critically and creatively, especially when all learners' abilities and attributes are embraced."

The All-Star Game & Extravaganza has earned the moniker "Party With A Purpose." Beyond basketball, all attendees both young or seasoned will either be introduced to a college campus experience and the HBCU culture or nostalgic for their own college experience.

Tickets for the All-Star Game & Extravaganza start at \$15 and are available on Ticketmaster Friday January 20. Visit [ClassicForColumbus.com](https://ClassicForColumbus.com) for event and ticket information.

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# FIRST-YEAR OUTCOMES

- ❖ Contributed over \$430,000 to scholarship programs and HBCUs.
- ❖ Connected over 4500 students with college and job opportunities.
- ❖ Brought over 34,000 African Americans together in peace, unity and pride.
- ❖ Helped brand Columbus as a great place to visit, live and work.



# OVERVIEW

The 2nd Annual College Basketball All-Star Game & Celebrity Extravaganza (CBAG) will be held Saturday, April 22, 2023 at Schottenstein Center, on the campus of The Ohio State University. CBAG offers an entire day of educational, cultural and entertainment festivities—everything you expect from an HBCU Classic. The main attraction is the game when top seniors from Historically Black Colleges & Universities around the country (HBCU All-Star Team) vs. dynamic players from universities across Ohio (Ohio All-Star Team). And a world-class postgame show featuring a popular recording artist, live in concert.



- ❖ Associate your brand with an HBCU event where more than 25 colleges and universities participate.
- ❖ Optimize your diversity recruiting initiative by leveraging CBAG's community of HBCU students and alums as well as African American professionals.
- ❖ Connect with the African American community by planning an engagement activation at CBAG.

# EVENT SCHEDULE



2:00 PM – 4:00 PM

## Greater Columbus Basketball Legends Hall of Fame Induction Celebration

Celebrate with the greatest professional and collegiate basketball players of all time, from Central Ohio. The annual induction program honors legendary players, coaches and basketball influencers. Experience emotional acceptance remarks and the lighthearted banter of old rivals. Photo opportunities and autographs are available to guests. Your ticket includes the game and postgame concert.

2:00 PM – 4:00 PM

## Women's Empowerment Mixer & Panel Discussion

Ladies, it's time to celebrate you! We want to celebrate the college acceptance letters, the new jobs, the new business ventures, the graduations, and the leadership opportunities that black women have been experiencing. You continue to shine, and it's time to mix it up! Enjoy a fun-filled afternoon of hors d'oeuvres and music.

2:00 PM – 4:00 PM

## Wealth Education Talkback

Weary of all the boring financial planning presentations? Get ready for an engaging wealth building panel discussion! This conversation will be anything but boring! Topics relevant to your circumstances. Meet our experts. Join the conversation. Real people talking about real solutions that you can easily adopt to improve your financial position. Don't miss the Huntington National Bank Wealth Education Talk Back.

4:00 PM – 5:00 PM

## Market Place & Networking Festivities

5:00 PM – 7:00 PM

## College Basketball All-Star Game

Top players from HBCUs around the country vs. dynamic players from universities across Ohio. Exciting basketball that will bring you out of your seat. The college all-stars bring their best game to the Schott. Route for the all-star from your university or cheer on all of these NBA hopefuls. This is a FANTastic experience!

7:00 PM – 8:00 PM

## Market Place & Networking Festivities

8:00 PM – 9:00 PM

## World-Class R&B Concert

VS&Co  
VICTORIA'S SECRET & CO.

 **Huntington**



# College, Career & Community Fair

## College Fair



- The focus of the college fair will be to connect colleges with black and brown high school students interested in pursuing a degree in science, technology, engineering and math.
- Participating colleges will be prepared with scholarship and financial aid opportunities, along with STEM pathways support.
- There will be no fee for institutions of higher learning to participate in the college fair.
- The first 250 high school students to register and attend will receive a complimentary College Basketball All-Star Game & Celebrity Extravaganza ticket.

## Career Fair



- The career fair will focus on employers reaching out to black and brown candidates.
- There will be a nominal booth fee for companies that participate.
- There will be interview space available for companies interviewing on the spot.
- The career fair will include summer jobs and internships for students.
- The first 200 employment candidates who register will receive a complimentary College Basketball All-Star Game & Celebrity Extravaganza ticket.
- Community-Based organizations will participate by disseminating program information, providing helpful tips and recruiting volunteers.



*Ask about special corporate pricing.*

# TICKETS

## **VIP Floor Seat \$150**

Sit with the celebrities, courtside. Your seats will be an arm's-length from the action on the court. And right at the stage for the postgame entertainment. Enjoy exclusive access to the private Board Room with complimentary food, beverage and amenities. Purchase a block of 10 tickets and you'll have a photo-op with the postgame entertainer. The best seats and a red carpet experience!

## **Club Seat \$70**

This is the ultimate experience! You'll have access to a private floor with five exclusive club lounges—before, during and after the game. Each lounge will offer its own genre of music and entertainment—from R&B to Hip Hop—Reggae and Jazz. You'll have great seats and sightlines to watch the court action and postgame concert. Great food, good people and nonstop entertainment!

## **HBCU Supporter \$55**

This ticket is for the sports and entertainment enthusiast. Enjoy the game in a fan-friendly section. Experience the postgame concert with a great view of the stage and perfect sound. The excitement will keep you on your feet!

## **Greater Columbus Basketball Legends Hall of Fame Induction Celebration \$65**

Celebrate with the greatest professional and collegiate basketball players of all time, from Central Ohio. The annual induction program honors legendary players, coaches and basketball influencers. Experience emotional acceptance remarks and the lighthearted banter of old rivals. Photo opportunities and autographs are available to guests. Your ticket includes the game and postgame concert.

## **Students and Family \$15**

This is for everyone looking for a great value! Experience a day of cultural and educational festivities along with exciting college basketball and a world-class live concert. This ticket is perfect for large families, students and anyone looking to have big fun on a budget.

# WHO TO KNOW

Check out the  
2023 Watchlist

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Learn about our  
Board of  
Trustees

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**Nationwide®**



Franklin County  
**BOARD OF  
COMMISSIONERS**

THE CITY OF  
**COLUMBUS**



**MULTIYEAR  
SPONSORS**







# THANK YOU

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COLLEGE BASKETBALL  
**ALL★STAR**  
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