



For Immediate Release
March 4, 2025

2025 TIAA Big Ten Conference Women's and Men's Basketball Tournaments and Partners Support Community Initiatives in Indianapolis

INDIANAPOLIS, Ind. –The Big Ten Conference today announced several charitable endeavors to create a positive and lasting impact for the Indianapolis community as the city hosts the 2025 TIAA Big Ten Conference Women's and Men's Basketball Tournaments. The [first round of the women's tournament](#) begins on Wednesday, March 5 at Gainbridge Fieldhouse with the championship game taking place at 4:30 P.M. on Sunday, March 9. The [first round of the men's tournament](#) begins on Wednesday, March 12 at Gainbridge Fieldhouse with the championship game taking place at 3:30 P.M. on Sunday, March 16. Tickets for both tournaments are available at bigten.org/bbt.

The numerous charitable partners joining the Big Ten include the College Football Playoff Foundation, Discover, State Farm, The City League, Indiana Sports Corp, School Specialty, Damar Services, and Indianapolis Public Schools Foundation. Organizations benefiting include Ernie Pyle School 90, Big Brothers Big Sisters of Central Indiana, Girls Inc. of Greater Indianapolis, Boys & Girls Clubs of Indianapolis, YMCA of Greater Indianapolis, Special Olympics Indiana and Gleaners Food Bank.

"We appreciate the incredible support the people of Indianapolis provide for the Big Ten Conference, our fans, and student-athletes," said Big Ten Commissioner Tony Petitti. "The Big Ten Conference and its partners are honored to give back to so many in the community."

Community initiatives include:

Elementary School Renovation

With the library at Ernie Pyle School 90 in Indianapolis in need of renovation, the Big Ten Conference, in collaboration with College Football Playoff Foundation, Discover, Indianapolis Public School Foundation, School Specialty, and Indiana Sports Corp, are updating and improving the school's library with new furniture and technology for the young students and faculty. Big Ten Commissioner Tony Petitti, school Principal Jessica Barnes, Indiana Sports Corp President Patrick Talty and Indianapolis Public Schools Superintendent Dr. Aleesia Johnson, will be joined by dozens of excited students and school staff to celebrate the new library. In addition, every student will receive a literacy kit in a new backpack, and students, families, and teachers will receive tickets to attend the "We All Play" community night at the Big Ten Men's Basketball Tournament on Thursday, March 13, further connecting them to the excitement of the basketball tournaments and the power of teamwork and education.

Discover

At Community Night on March 13, Discover is presenting a donation of \$20,000 to Ernie Pyle School 90 to support several school initiatives, including literacy, outdoor learning spaces, physical health and wellness, student care and teacher supplies.

DIRECTV

As part of the inaugural "Bucks for Buckets" campaign, for every point scored during the Big Ten Men's Basketball Tournament, DIRECTV is donating \$1 to Ronald McDonald House Charities of Central Indiana.

State Farm® Assist Tracker Program

As part of State Farm's Assist Tracker Program, each assist recorded across the Big Ten men's and women's basketball seasons this year, including the conference tournaments, triggers a \$5 donation, resulting in close to a \$100,000 donation made by State Farm to Gleaners Food Bank of Indianapolis. Gleaners is the largest food bank in Indiana and serves 21 counties in Central and Southeastern Indiana in addition to the Indianapolis metropolitan area.

CBS Sports Immersion Program

For the third consecutive year, CBS Sports and the Big Ten are teaming up to provide 12 current Big Ten student-athletes with an experiential program aimed at exposing them to the inner workings of careers in sports journalism, media, and broadcasting during the women's and men's basketball tournaments. Student-athletes will gain knowledge and learn from CBS Sports producers, directors, on-air talent, operation leads, and Big Ten Conference staff.

Careers in Sports with Big Brothers Big Sisters of Central Indiana

The Big Ten Conference and Indiana Sports Corp will welcome 15 Bigs & Littles from Big Brothers Big Sisters of Central Indiana for an exclusive, behind-the-scenes look at careers in the sports industry during the Big Ten Basketball tournaments. This immersive program offers local 6th and 7th grade students (“Littles”) and their mentors (“Bigs”) a hands-on introduction to marketing, community engagement, operations, and sales professions. The experience begins on March 8, with a deep dive into marketing, featuring a panel discussion with industry experts and an exclusive tour of the Big Ten Fan Zone, where students will see firsthand how fan engagement strategies are executed. On March 14, the focus shifts to operations and sales, with students gaining real-world knowledge of these critical areas while touring Gainbridge Fieldhouse.

She Creates Sports Summit

Dedicated to supporting professionals in the creative and sports industries, the She Creates Sports Summit presented by Lilly and Indiana Sports Corp offers a full day of networking and learning with top creatives, industry leaders, and innovators through a series of panels and discussions designed to elevate personal brands, build meaningful connections, and explore new opportunities for women in sports. On March 7 at Commission Row in Indianapolis, this summit is ideal for designers, photographers, videographers, content creators, social media managers, and marketing professionals eager to advance their careers in the sports sector. Participants also receive a ticket to the women's basketball tournament. For more information and to register, visit the [She Creates Sports Summit event page](#).

“We All Play” Community Night

In partnership with Damar Services, the We All Play Community Night on March 13 is a celebration of inclusivity in sports and the power of athletics to bring people together. This event highlights the importance of making sports accessible to everyone, reinforcing that all individuals can be part of the game-day experience. Several local organizations, including Damar Services, Girls Inc. of Greater Indianapolis, and Boys & Girls Clubs of Indianapolis will receive tickets to the women's basketball tournament, including food vouchers. Additionally, Damar Services will provide sensory kits to support fans with specific sensory needs, creating a comfortable environment for all attendees at the basketball tournament.

Big Ten Youth Basketball Championship Experience

Fifth- and sixth-grade basketball teams from YMCA of Greater Indianapolis and Special Olympics Indiana, including Indy Parks & Recreation, will receive an unforgettable opportunity to play in a halftime scrimmage on the conference tournament court, take an on-court team photo, receive exclusive event t-shirts, and be recognized on the videoboard.

Youth Basketball Clinic & Mental Health Program

The Big Ten Conference, The City League and Indiana Sports Corp are hosting a youth basketball clinic to support the physical and mental well-being of young athletes. Led by Big Ten alumni who now play in The City League, the clinic will provide elementary students in grades four through six from underrepresented areas in central Indiana with hands-on basketball instruction while also equipping them with valuable mental health tools. In partnership with the American Foundation for Suicide Prevention, participants will engage in a discussion on the importance of caring for their whole selves on and off the court. Following the clinic, students will have the opportunity to attend the Big Ten Women's Basketball Tournament and the Championship Pep Rally at Bicentennial Unity Plaza, further immersing them in the spirit of the game and the broader community.

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The Big Ten Conference

The Big Ten Conference is an association of world-class universities whose member institutions share a common mission of research, graduate, professional and undergraduate teaching and public service. Founded in 1896, the Big Ten has sustained a comprehensive set of shared practices and policies that enforce the priority of academics in the lives of students competing in intercollegiate athletics and emphasize the values of integrity, fairness and competitiveness. The Big Ten Conference sponsors 28 official sports, 14 for men and 14 for women, and the broad-based programs of the 18 Big Ten institutions provide direct financial support for more than 14,000 student-athletes. For more information, visit www.bigten.org.