



MATRIX BASEMENTS TEAMS UP WITH BEARS LEGEND LANCE BRIGGS AS PRESENTING SPONSOR OF CHGO SPORTS' "BRICK BY BRICK" PODCAST

Partnership Expands Matrix Basements' Connection with Chicago Sports Fans and Bears Legend Lance Briggs

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“

We're excited to partner with Lance Briggs and CHGO and to be the presenting sponsor of Brick by Brick podcast. It gives us another way to connect with Chicago homeowners and Bears fans.”

Nick Richmond

[Basements](#), one of the nation's leading basement finishing companies, has become the presenting sponsor of [CHGO Sports'](#) Brick By Brick podcast, featuring Chicago Bears legends Lance Briggs and Jerry Azumah along with CHGO personality Greg Braggs Jr.

The partnership expands Matrix Basements' growing presence in Chicago sports and its relationship with Briggs, the seven-time Pro Bowl linebacker who spent 12 seasons with the Chicago Bears.

Brick By Brick brings together former Bears players and passionate Chicago sports personalities for conversations, analysis and reactions surrounding the Bears and the NFL twice per week during the season; Thursday mornings at 10 a.m. and on gamedays immediately following the CHGO Bears Postgame show. CHGO Sports is available on YouTube, Roku, Xfinity X1, Samsung TV Plus, Spotify and Apple Podcasts.

For Matrix Basements, the partnership is a natural fit between two brands focused on Chicago, families, sports and the spaces where fans come together.

“Chicago sports are about more than what happens on the field. They bring families and friends together, and that's something that fits incredibly well with who we are at Matrix,” said Nick Richmond, CEO of Matrix Basements. “We're excited to partner with Lance and CHGO and to be the presenting sponsor of Brick By Brick. It gives us another way to connect with Chicago homeowners and Bears fans in an authentic and fun way.”

The partnership also provides a natural connection to the work Matrix Basements does every day. Finished basements have increasingly become gathering spaces for families — whether it's watching the Bears on Sunday, hosting friends for a big game, creating a home bar or theater, or simply giving the family more room to spend time together.

"There probably isn't a more appropriate sports show for Matrix to put its name behind than Brick By Brick," Richmond added. "We build basements. They're talking Bears. And a lot of the basements we build become the place where families and friends gather every Sunday to watch Chicago sports."

The presenting sponsorship is part of a broader relationship between Matrix Basements, CHGO Sports and Briggs designed to connect Matrix with Chicago sports fans throughout the season.

CHGO Sports provides year-round coverage of Chicago's professional sports teams through podcasts, video, written coverage, live events and fan experiences. Its programming is built around authentic Chicago voices and the passion of the city's sports fans.

About Matrix Basements

Founded in 2009, Matrix Basements is a locally owned and operated basement finishing company specializing exclusively in complete basement transformations. Serving homeowners across Illinois, Wisconsin and Michigan, Matrix combines professional design, detailed project planning and experienced construction teams to transform unfinished basements into functional, finished extensions of the home.

With thousands of completed projects and more than 15 years of experience, Matrix has continued to grow while maintaining a focus on quality craftsmanship, customer experience and a streamlined basement finishing process from initial design through project completion.

To learn more about Matrix Basements, visit MatrixBasements.com.

About CHGO Sports

CHGO Sports provides Chicago sports fans with year-round coverage, analysis, podcasts, video, events and community experiences covering the Bears, Cubs, White Sox, Bulls, Blackhawks and other Chicago teams. CHGO Sports is part of the ALLCITY Network.

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