

Syracuse-Cicero 10th Anniversary Partnership Packet



August 9th-11th, 2019

Help us celebrate the 10th Anniversary of Gus Macker in our community - America's largest 3-on-3 basketball tournament! This family friendly event benefits The CanTeen, a program for teens in our community. The Syracuse-Cicero Gus Macker Tournament attracts more than 5,000 athletes and spectators, generating over a quarter of a million dollars for the local economy. This year's event will be taking place the weekend of August 9th, 2019. Consider becoming a Partner for this local community event!

Presenting Partner \$10,000



- Partner logo printed on all basket units
- 3 partner provided promo items provided to all players
- 10 daily commercials over PA system
- 2 entries into the Corporate Tournament
- Partner logo on Facebook banner and individualized Facebook posts
- Partner logo on Volunteer and Player shirts
- Involvement in Opening Ceremonies
- Booth on site in Partner area
- Bracket Winner photos taken in front of Partner logo
- Full page ad in the Gusette

Top/Dream Court Partner \$5,000



- Partner logo printed on Top or Dream Court
- 2 partner provided promo items provided to all players
- 7 daily commercials over PA system
- 1 entry into the Corporate Tournament
- Individualized Facebook posts
- Partner logo on Volunteer and Player shirts
- Booth on site in Partner area
- Full page ad in the Gusette

Syracuse-Cicero Gus Macker is proudly organized by the **all-volunteer** Friends of the Canteen 501(c)(3). The organization's sole purpose is to raise a minimum of \$40,000 annually and to raise awareness to benefit the operation of The CanTeen. Please visit canteency.com for additional information.

The CanTeen
"It's not a program... It's a relationship."
6046 State Route 31, Cicero, NY 13039



Referee Partner \$2,500

- Full Banner on one court
- 2 partner provided promo items provided to all players
- 5 daily commercials over PA system
- 1 entry into the Corporate Tournament
- Individualized Facebook posts
- Exclusive large logo on Volunteer shirts and logo on Player Shirts
- Involvement in Opening Ceremonies
- Booth on site in Partner area
- Half page ad in the Gussette



Community Partner \$1,000

- Full Banner on one court
- 1 partner provided promo item provided to all players
- 3 daily commercials over PA system
- 1 entry into the Corporate Tournament
- Individualized Facebook posts
- Partner logo on Volunteer and Player shirts
- Booth on site in Partner area
- Quarter page ad in the Gussette



Snapchat Partner \$1,000

- Logo on event Snapchat Filter
- 1 partner provided promo item provided to all players
- 3 daily commercials over PA system
- 1 entry into the Corporate Tournament
- Individualized Facebook posts
- Partner logo on Volunteer and Player shirts
- Booth on site in Partner area
- Quarter page ad in the Gussette

Additional Partner Options

Full Court Host \$500

- Full Banner on one court
- 1 partner provided promo item provided to all players
- 2 daily announcements over PA system
- 1 entry into the Corporate Tournament
- Facebook post acknowledging all Full Court Hosts
- Logo on Volunteer shirts
- Logo in the Gussette

Half Court Host \$250

- Half Banner on one court
- 1 daily announcement over PA system
- Facebook post acknowledging all Half Court Hosts
- Logo in the Gussette

Full Page Ad in Gussette \$150

Half Page Ad in Gussette \$100



Partnership Details

Corporate Tournament

The Corporate Tournament occurs Friday, August 9th at 5:30 p.m. A maximum of 12 corporate teams will be registered for the tournament. Fun and entertaining play-by-play will be announced for all spectators to cheer on the teams. Expect to have some of your team members be interviewed for the crowd afterwards. This is a great way to promote the fun side of your business! Teams can consist of up to four people and at least 3 members of the team must work for the partner organization. Games will be 10 minutes long or played to 15, whichever comes first. Winning team will receive a photo plaque (to keep) and a traveling trophy (for 1 year). If inclement weather prohibits the tournament from taking place on Friday, we will attempt to reschedule on either Saturday or Sunday. **Teams must be registered for the tournament by no later than June 28th, 2019.**

Vendor Area

All partners must provide their own tables, tents, and power supply. Booth materials will not be provided by the Macker Committee. Partners are not permitted to sell food or drink items. Vendors should be set up by 3 p.m. on Friday.

Partners must reserve a vendor area by no later than June 28th, 2019. Day of requests will not be able to be honored.

Logos, Ads and Announcements

For all new partners, please provide your logo with a transparent background within 2 weeks of submitting Partner commitment form. Ads for the Gussette must be received no later than June 28th, 2019. For Partners receiving daily commercials, narratives or pre-recorded announcements will be accepted through July 19th, 2019. If no narrative or announcement is provided, a general acknowledgement announcement will be made.

Digital files should be emailed to the_canteen@yahoo.com.

Partner Provided Promo Items

Partner provided promotional items must be received by the Macker Committee by July 19th, 2019. Please provide between 500 and 1000 items, which will be provided to players at registration.

Additional questions? Please contact the Syracuse-Cicero Macker Committee at (315) 699-1391 or at the_canteen@yahoo.com.



Partnership Commitment Form

Partner Level

Presenting Partner \$10,000 Full Court Host \$500
 Top/Dream Court Partner \$5,000 Half Court Host \$250
 Referee Partner \$2,500 Full Page Ad \$150
 Community Partner \$1,000 Half Page Ad \$100
 Snapchat Partner \$1,000

Corporate Tournament

We will enter at least one team.
 We will not be entering a team.
 We are unsure and will confirm by June 28th.

Vendor

We will have a booth in the vendor area.
 We will not have a booth.
 We are unsure and will confirm by June 28th.

Payment

Payment for partnership is due by June 28th, 2019 unless otherwise agreed upon.

Cash/Check enclosed Please invoice me

Organization Name: _____

Contact Name: _____

Phone: _____ Email: _____

Street Address: _____

Website: _____

Authorized Signature: _____ Date: _____

Please return commitment form to:
The CanTeen, P.O. Box 1521, Cicero, NY 13039
Phone: (315) 699-1391
Fax: (315) 699-3340
the_canteen@yahoo.com