



# Syracuse-Cicero 2022 Gus Macker Partnership Packet August 13th-14th

After a 2 year hiatus, Gus Macker returns to our community for America's largest 3-on-3 basketball tournament! The Syracuse-Cicero Gus Macker Tournament attracts thousands of athletes and spectators, generating money for the local economy. This family friendly event benefits The CanTeen, a program supporting teens in our community. Please consider becoming a partner for this local 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 Gussette

## 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 Gussette

Syracuse-Cicero Gus Macker is proudly organized by the all-volunteer Friend of the CanTeen 501(c)(3). The organization's sole purpose is to raise a minimum of \$50,000 annually and to raise awareness to benefit the operation of the CanTeen. Please visit [canteency.com](http://canteency.com) for additional information.



## 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
- ★ Involvement in Opening Ceremonies
- ★ Booth on site in partner area
- ★ Half page ad in the Gussette

## Community Partners – \$1,000

- ★ Full banner on one court
- ★ 1 partner provided promo items 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 items 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 Partnership Options

### Full Court Host – \$500

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

### Half Court Hosts – \$250

- Half banner on one court
- 1 daily announcement over PA
- Facebook posts acknowledging all Half Court Hosts
- Logo in the Gussette
- 1 entry into Corporate Tournament

Full Page Ad in Gussette – \$150

Half Page Ad in Gussette – \$100

# Partnership Details

## Corporate Tournament

The Corporate Tournament occurs Friday, August 12th at 5:30pm. 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 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 no later than Friday, July 1st.

## 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 3:00pm on Friday. Please discuss with the Macker Committee if alternative timing is necessary. Partners must reserve a vendor area no later than Friday, July 1st. Day of requests will not be honored.

## Logos, Ads and Announcements

Please provide your logo with a transparent background within 2 weeks of submitting a partner commitment form. Ads for the Gussette must be received no later than Friday, July 1st. For partners receiving daily commercials, narratives or pre-recorded announcements will be accepted through Friday July 29th. If no narrative or announcement is provided, a general acknowledgement announcement will be made. Digital files should be emailed to [friendsofthecanteen@gmail.com](mailto:friendsofthecanteen@gmail.com).

## Partner Provided Promo Items

Partner provided promotional items must be received by the Macker Committee by Friday, July 29th. Please provide between 500 and 1,000 items. These promo items will be provided to players at registration.

Additional questions? Please contact the Syracuse-Cicero Macker Committee at (315) 699-1391 or [friendsofthecanteen@gmail.com](mailto:friendsofthecanteen@gmail.com)

# Partnership Commitment Form

## Partner Level

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

## Corporate Tournament (if applicable)

- We will enter at least one team
- We will not be entering a team
- We are unsure and will confirm by July 1st

## Vendor Area (if applicable)

- We will have a booth in the vendor area
- We will not have a booth
- We are unsure and will confirm by July 1st

## Payment

Payment for partnership is due by July 1st, unless otherwise agreed upon.

- Cash/Check enclosed
- Please invoice me

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing 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  
friendsofthecanteen@gmail.com