



2026 GUS MACKER & YMCA OF GREATER ROCHESTER

Where Basketball, Community and Opportunity Come Together



ESL Ballpark | June 27 and 28, 2026

Celebrate the game of basketball as the YMCA of Greater Rochester and Gus Macker bring the legendary 3-on-3 basketball tournament back to Rochester!

Your Sponsorship Opportunity: A Shared Legacy of Community and Competition

Basketball was invented by the YMCA more than 130 years ago with a simple idea: use sport to bring people together through movement, teamwork and healthy competition. That same spirit lives on today through Gus Macker basketball and the YMCA of Greater Rochester.

Both the YMCA and Gus Macker believe in creating spaces where people of all ages, backgrounds and skill levels feel welcome. On the court, kids, teens and adults come together to compete, connect and belong. Friendships are formed, teamwork is strengthened and the game becomes a shared experience for families and communities.

The Gus Macker 3-on-3 Basketball Tournament is designed as a community-centered event, encourages active participation, positive competition and shared experiences that bring people together.

By sponsoring Gus Macker Rochester, partners support an experience rooted in access, inclusion and community impact. Proceeds from the tournament help strengthen YMCA programs across our community.

Together, the YMCA and Gus Macker celebrate basketball not just as a sport, but as a way to build connection and strengthen the communities we serve.



We invite you to partner with us and be part of Gus Macker Rochester.

Sponsoring the YMCA of Greater Rochester's Gus Macker tournament connects your organization to a highly visible, high-energy community event while supporting programs that ensure access to YMCA programs and experiences for all.

Projected Reach:

- 200+ teams and nearly 1,000 players
- Thousands of spectators during two days
- Media exposure
- High visibility in a vibrant, community-centered setting

Sponsors Benefit from:

- Strong brand visibility in a family-friendly, community-centered environment
- Meaningful community impact through support of YMCA programs and services
- Connection to a multi-generational audience across backgrounds and skill levels
- Positive brand alignment with values of inclusion, teamwork and healthy living
- Opportunities to engage authentically with participants, families and community members
- Extended visibility before, during and after the event through coordinated communications and marketing outreach



GUS MACKER ROCHESTER SPONSORSHIP LEVELS AND BENEFITS

2026 GUS MACKER/YMCA OF GREATER ROCHESTER

BENEFITS	FRIEND \$1,000 (UNLIMITED AVAILABLE)	ADVOCATE \$3,000 (SEVEN AVAILABLE)	PARTNER \$5,000 (FIVE AVAILABLE)	PRESENTING \$10,000 (THREE AVAILABLE)	PREMIER \$20,000 (TWO AVAILABLE)
Event signage recognition	✓	✓	✓	✓	✓
Logo or name on event webpage	✓	✓	✓	✓	✓
Social media recognition		✓	✓	✓	✓
Recognition in event communications			✓	✓	✓
Court or activity sponsorship		✓	✓	✓	✓
Logo on player t-shirts			✓	✓	✓
Logo on volunteer t-shirts			✓	✓	✓
On-site vendor space			✓	✓	✓
Promotional item in player materials			✓	✓	✓
Complimentary team registrations			1	2-3	4-5
Featured court or event element				✓	✓
Signature element sponsorship (e.g., Dream Court, Kids Court, Opening Ceremonies)				✓	✓
Priority logo placement on signage and courts				✓	✓
Invitation to YMCA donor and sponsor recognition opportunities			✓	✓	✓
Customized on-site activation opportunities					✓
Category exclusivity					✓

Sponsorship commitments are required by May 1, 2026, to ensure full recognition and inclusion in event materials.

IN-KIND SPONSORSHIPS

In addition to financial sponsorships, the YMCA of Greater Rochester may consider in-kind contributions that directly support the planning, execution and overall experience of the Gus Macker Rochester tournament. In-kind support is intended to offset event-related costs, enhance the participant and volunteer experience and help ensure the tournament operates smoothly.

Examples of in-kind support that may be considered include, but are not limited to:

- Printing of event materials
- Water and hydration support
- Equipment or supplies needed for tournament operations
- Food and refreshments for volunteers and staff
- Other goods or services that meaningfully contribute to the success of the event

All in-kind contributions are reviewed on a case-by-case basis and recognized at an equivalent sponsorship level based on the estimated fair market value of the contribution.

COMMUNITY IMPACT

Corporate sponsorship of Gus Macker Rochester helps strengthen communities by supporting the YMCA of Greater Rochester's work in neighborhoods where access, connection and opportunity matter most.

Proceeds from the tournament help support YMCA neighborhood centers like Lewis Street and Thurston Road, where the Y provides safe spaces, youth development opportunities, family support and programs designed to meet local needs.

Your sponsorship helps make possible:

- Youth programs that build confidence, leadership and belonging
- Safe places for kids and teens to learn, grow and thrive
- Community-based initiatives that support families and strengthen neighborhoods
- Active older adult programs and welcoming spaces where seniors can stay healthy, connected and engaged
- Outreach that helps remove barriers to participation
- Local impact that extends well beyond the tournament weekend

By sponsoring Gus Macker Rochester, partners help ensure the YMCA can continue showing up for children, families and communities in the City of Rochester and across our region.

LET'S BUILD A PARTNERSHIP

We invite you to select a sponsorship level that reflects your organization's commitment to community impact and supports the success of Gus Macker Rochester.

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