

SUPPORT THE GAME. ELEVATE THE COMMUNITY.

The Gus Macker 3-on-3 Basketball Tournament is more than just a competition, it's a celebration of community, teamwork, and local pride. Each year, the tournament draws thousands of players and fans for a weekend of high-energy hoops and exciting extras like the Mascot Game, 3-Point Contest, Slam Dunk Competition, and celebrity appearances. By becoming a sponsor, your brand will gain valuable exposure, connect with a diverse audience, and help make this fun and impactful community event possible.

DREAM COURT OR SPORT COURT | \$10,000

The Dream Court and Sport Court are the premier courts of the Gus Macker Tournament, hosting marquee moments like the Slam Dunk Contest, Mascot Game, and Championship Finals. Sponsorship of these featured courts offers prime visibility and association with the tournament's most high-profile games and entertainment, placing your brand at the heart of the action and in front of the largest crowds.

THE SLAM DUNK COMPETITION | \$7,500

The Slam Dunk Competition brings the crowd to its feet with high-flying action and jaw-dropping athleticism. As a sponsor, you'll be front and center for one of the tournament's most thrilling moments, with branding opportunities tied to a fan-favorite event that generates energy and excitement.

MASCOT OR CELEBRITY GAME | \$5,000

The Mascot & Celebrity Game adds a fun, high-energy twist to the tournament, drawing big crowds for playful competition and surprise appearances. Sponsoring this crowd favorite gives your brand a chance to align with entertainment, excitement, and community buzz, all while being featured front and center in one of the event's most talked-about moments.

OTHER OPTIONS INCLUDE:

- Welcome Event / Party
- Skills Sessions / Kids Kourt
- Welcome Bags
- Volunteers
- Complimentary Parking
- Opening Ceremony
- Volunteer / Ref Hospitality Spaces
- On-Site Activities / Community Art
- Sportsmanship Awards
- Photo Stations
- Water Station
- Branded booth or activation

READY TO BECOME A VALUED SPONSOR OR PARTNER?

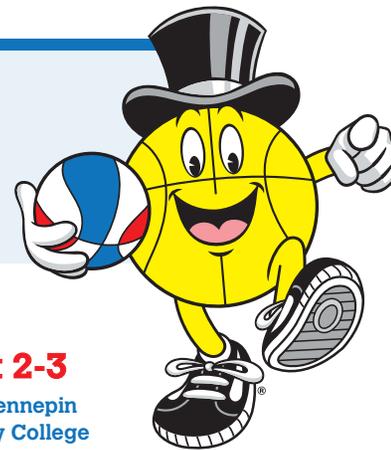
CONTACT: GusMacker@MplsNW.com

GUS MACKER

2025

August 2-3

at North Hennepin Community College



BY THE NUMBERS

Attendance: **7,000+**

Teams: **160**

Female: **29%**

Youth: **61%**

REGISTRATION & BRACKETS | \$5,000

The Registration & Brackets area is where every team begins their tournament journey, making it a high-traffic hub throughout the event. As the sponsor, your brand will be featured on signage at the check-in station and bracket boards, offering consistent visibility to players, coaches, and spectators as they track matchups and game results all weekend long.

FEATURED COURT | \$2,500

As a Featured Court Sponsor, your brand takes center stage with exclusive naming rights and high-impact visibility. This includes a prominent banner on the hoop, exclusive signage on your designated court, and recognition as the official sponsor of the division playing on that court, giving your business direct exposure to players, fans, and spectators all day long.

COURT SPONSOR | \$1,000

As a Court Sponsor, your business will be recognized with standard signage on one of the tournament courts. It's a meaningful way to show your support for the event, contribute to a vibrant community experience, and gain exposure to players and fans throughout the weekend.

