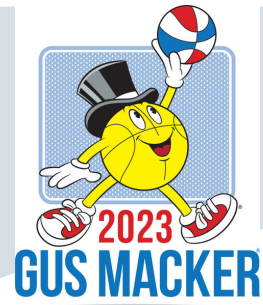


MAXIMIZING MACKER BB

MACKERMAN

EVERYONE enjoys seeing, hugging and being with the famous Mackerman. VISIT SCHOOLS and put the Mackerman 'all over town'.



HEART OF COMMUNITY

Marketing strategies are developed annually by taking into consideration Macker history, event planning experience, leadership, community connections... Every town and every Macker Tournament is different; what works in Iron Mountain may not be effective in New York!

LAUNCH PARTY

2-3 months before Macker Weekend, schedule a Gus Macker Launch Party to 'make The BIG public announcement' – Date & Time Schedule for Gus Macker 3on3 Basketball Tournament! Launch Party is a great event to announce KEY SPONSORS and recruit TEAMS, VOLUNTEERS & OFFICIALS.

MACKER MAGIC

"The more information we have, the better decisions we can make!"



TEAMWORK

Make it COOL to be a MACKER VOLUNTEER and SPONSOR!

BANNERS

Second Year Mackerville IM Tournament = 175 BANNERS! Banners can be placed all over town and all over the tournament court area: FENCES, HOOPS, WALLS, DOWNTOWN STREET LIGHTS, STORE FRONTS, HIGHWAY LOCATIONS, SCHOOLS, SPONSOR BUILDINGS...



MAXIMIZING MACKER BB - 2

MACKER BEARS

I.M. MACKER BEARS are 2023 ready!
 Stay tuned to see how cute stuffed animals with Mackerman Shirts help team sign ups!



3 ON 3 BASKETBALL

FRIDAY NIGHT

A great way to engage the HEART of the Community – Schedule competitive teams to play on Friday Night: POLICE vs. FIRE FIGHTERS; COMPETITIVE BUSINESSES; SCHOOL RIVALS; TV vs. RADIO and more.

MEDIA

Marketing Gus Macker 3on3 Basketball takes all types of media to guarantee everyone who wants to participate in this fantastic ‘hoop festival’ knows about the event and knows how to register their teams. **NEWS MEDIA, SOCIAL MEDIA, WEBSITES, PRINT MEDIA (NEWSPAPERS, POSTERS, POST CARDS, BILLBOARDS, SIGNS, BANNERS...), TELEVISION, RADIO and TEXT MESSAGING** are known to effectively advertise Gus Macker Basketball. “Know your community by understanding what type of media must be prioritized.”

EVENT TEAM

Forming a group of community leaders who have a passion for Gus Macker Basketball and all levels and ages of basketball competition promotes strong teamwork and tournaments. Gus Macker Event Teams achieve results that always exceed projected goals. Leaders come to the table with different attributes resulting in everyone learning from each other. Collaboration and system building is a must for achieving results pertaining to a community commitment of large numbers of teams and sponsors.

GUS MACKER 2022 SPONSORS

2022 HOOP SPONSORS - 121

A & W	CLASSIC CARPET CARE	FLUERY SINGLELL & CO	KLEIMAN WELL	RIVERS BEND RV
B & B ELECTRIC	COLWELL HANMER REAL ESTATE	FORWARD FINANCIAL	LINNEA & KRISTINE	THE FORM HOUSE
BASTIAN ELECTRIC	COLEMAN ENGINEERING	BRZODZIMSKI TRUCKING	GRATEFUL CHEESE	43 LUMBER
BOY WEST COLLEGE	COLESON TPA	CHRYSLER AGENCY	MAIN STREET PIZZA	KINGSLER NORTH
BEAR DEN	CONTRAST COFFEE	SUMMERLAND FURNITURE	MIDWEST STORAGE	IM-K MLS
BIANCOS FITNESS	COOL WATERS	GIBSON JEWELRY	MIDWEST SNOW-LAWN	SPROS
BINKS COOK COLLA	DAVE'S AUTO	GREAT NORTH BANK	MIDWEST MOVIES	SUPERIOR BAGEL
BK ENTERPRISE	TOWN & COUNTRY FORD	GRUB N RUN	STEVE THOME TRUCKS	SUPERIOR TITLE
BLAGE BROTHERS	DICKINSON HOMES	HEART TO HEART PET	MOOSE JACKSON CAFE	TADUCH'S MARKET
BRICK & MORRIS	DR. NELSON HASSELL	HUTTON AUTO BODY	MOUW & CLEGG	THE DRUG STORE
ENBRIDGE	SNOWVILLE FARMS	IM DAILY NEWS	ERICKSON ROCKON NASH	RANGE BANK
U.P. STATE BANK	RDY'S BOYS RACING	IMP POWERSPORTS	NICOLET NATIONAL BANK	TRUE VALUE
BROOKS ELECTRIC	NEWBERRY FAMILY	DI INTERMEDIATE SCHOOLS	NORTHERN CARPET	MAKLY & MOES
BUBBONI COLLISION	FIREPLACE NORTH & SPA	JACQUES GENERAL HOME	OUTLAW TRUCKING	DTE ENERGY
CG GRAPHICS	FIRST BANK	JACKSON HEATING & AIR	PIQUET'S DRAIN CLEAN	ROCK NORTH
CARING HOUSE	FLAVOR BLAST	JAMES R & R TIRE	PINE MOUNTAIN LODGE	ZEES TRUCKING
CHAMBER OF COMMERCE	FLEMING CONSTRUCTION	KINGSFORD LAUNDROMAT	PRO TECH LAURE & WASH	GREAT START
CHAMPION INC.	FLEMING FABRICATING & MACH.		THEATRUPLUTIC FAMILIES CARING FOR ONE	

Gus Macker 2022
 Gus Loves Children!

JULY 16-17

Gus Macker 3on3 Basketball Weekend
 230 Teams, 920 Players, 20 Courts
 THANK YOU GENEROUS COMMUNITY - Set New Gus Macker Tournament Record: 117 Macker IM Sponsors!

I.M. MACKER SUCCESSES

Radio PSAs: Event team super voices on air; **TV:** Jonathan is Hollywood-like; **Set Up & Take Down:** Henry & Dave are amazing team leaders; **Friday Night Challenges:** Kim takes over; **2022 121 Sponsors:** 20 Team Leaders recruited 3 or more sponsors; **Mentors:** ASK=GET! We listen to Coach Mike; **Clean Up:** Left streets and neighborhood better than pre-event; **Marketing:** Diversification - wide variety of media types utilized; **Profit:** Beyond set goal thanks to hard work and dedication of I.M. Macker Event Team; **Volunteers:** Over 200 thanks to event team leadership excellence; **MISSION ACCOMPLISHED:** All museum exhibits installed!