CITY OF PALMS CLASSIC

SPONSORSHIP PACKET

December 18-23

Suncoast Credit Union Arena
13351 FSW PKWY
Fort Myers, Florida 33919

2026

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ABOUT US

For more than 50 years, the City of Palms Classic has been a treasured tradition in Fort Myers, bringing together our community while showcasing some of the nation's top high school basketball talent. Held annually during the holiday season, the tournament has grown into one of the most respected high school basketball events in the country, attracting elite teams, future collegiate and professional athletes, national media attention, and thousands of fans from across the nation.



While the level of competition on the court is what draws national attention, the true impact of the City of Palms Classic is felt throughout Southwest Florida. The tournament serves as a source of community pride, generates economic activity for local businesses, and creates opportunities for young athletes to witness firsthand what dedication, teamwork, and excellence can achieve. For many youth basketball players in our region, attending the City of Palms Classic is an inspiring experience that fuels their passion for the game and motivates them to pursue their own athletic goals.

The continued success of the tournament is made possible through the support of local businesses, regional and national partners, and Classic Basketball, Inc., a 501(c)(3) nonprofit organization. Through these partnerships, proceeds are reinvested into the event, participating teams, and the local community, helping ensure that the City of Palms Classic remains a lasting tradition that benefits Fort Myers, supports youth basketball, and creates memorable experiences for generations to come.

OUR VISION



The City of Palms Classic is committed to being more than just a basketball tournament. Our goal is to create an event that brings people together, strengthens our community, and creates opportunities that extend well beyond the game. Through partnerships with local businesses, schools, colleges, universities, and community organizations, we strive to make a lasting impact throughout Southwest Florida.

By connecting young athletes with educational institutions, industry professionals, and community leaders, the tournament helps expose students to opportunities in athletics, higher education, career development, and mentorship.

The City of Palms Classic serves as a platform where young people can be inspired by what they see on the court while building relationships and experiences that help shape their future. Through these efforts, we continue to invest in the next generation while strengthening the connection between basketball and the communities that support it.

OUR MISSION

01 Growing Community Partners

02 Enhancing Community Presence

03 Intern Growth Through Universities and High Schools

MEET OUR TEAM



Mary Schaack
Executive Director,
City of Palms Classic

CONTACT INFO
PHONE: 815.210.5182
EMAIL:MARY@CITYOFPALMSCLASSIC.COM



Haley Cabral
Sponsorship
Sales

CONTACT INFO
PHONE: 941.979.0557
EMAIL:haley@CITYOFPALMSCLASSIC.COM

WHAT WE DO?

COURTSIDE SEATS



COMMUNITY SPONSORS



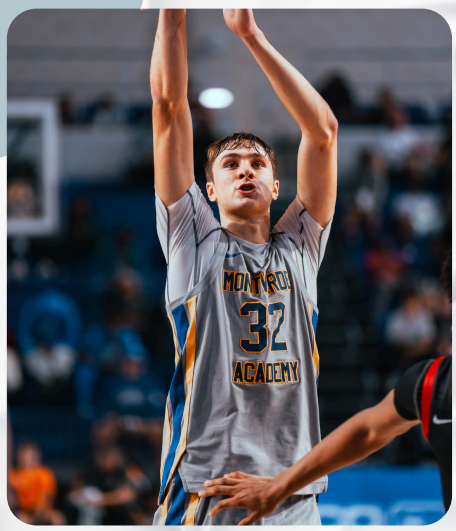
SKYBOX SUITE

SOCIAL MEDIA SPONSOR

ABOUT THE EVENT

The City of Palms Classic is a prestigious high school boys basketball tournament, a Christmas tradition in Fort Myers for 52 years. It showcases top young athletes and fosters community and sportsmanship. Thanks to local support and donations, the event attracts elite teams and offers an unmatched sports experience in Southwest Florida. Join us in celebrating the spirit of competition and community at the City of Palms Classic.

TOP PLAYERS







Over the years, the City of Palms Classic has seen many future NBA stars compete, including:

Cooper Flagg
A highly rated prospect, Flagg showcased his skills in the City of Palms Classic before becoming a major figure in high school basketball and drawing significant attention as a future NBA talent.

Jayson Tatum
The current NBA star, known for his time at Duke and as a standout player for the Boston Celtics, played in the tournament during his high school days at Chaminade College Preparatory School.

Cameron & Cayden Boozer
Twin brothers who are highly regarded in the high school basketball world, both participated in the City of Palms Classic. They've drawn attention as future stars, with Cameron being a five-star recruit and Cayden following closely behind as another top talent.

OTHER KNOWN PLAYERS:

Jaylen Brown:
The Boston Celtics star, known for his all-around game, played in the City of Palms during his high school days at Wheeler High School.

Paolo Banchero:
Banchero, the top pick in the 2022 NBA Draft, competed in the tournament before making his mark at Duke and becoming the Orlando Magic's franchise player.

Bam Adebayo:
The Miami Heat center, known for his defensive prowess and versatility, was a standout in the City of Palms Classic before going on to a successful NBA career.

Kiyan Anthony:
The son of NBA legend Carmelo Anthony, Kiyan has gained attention in the high school basketball scene, including playing in the City of Palms Classic.

FUN FACTS







- Median Age range is 16-65
- 87% of tournament fan base are local to SWFL
- Currently 23% of the active NBA has played at least one game in the City of Palms Classic
- 210 NBA Draft Picks, 133 First Round Draft Picks, 8 No.1 Selections, 220 McDonalds All American Players, 6 NBA Rookie of the Year Selections
- During the 6-days of the 2025 tournament, we increased our following from 13.8k to 15.2k followers, reached over 14M people, and over 1.8M likes across instagram.

Social media pages see a 140% increase in traffic during the 6 days of the event

- On average, 50 NBA Scouts in attendance daily and multiple college coaches in attendance (2025)

GROUP OUTING: AFFORDABLE, MEMORABLE, COMMUNITY FOCUSED

Create a memorable experience for your organization while being part of one of the nation's premier high school basketball events. Whether you're bringing a business, school, community group, or youth league, our Group Outing Package offers an affordable way to enjoy a day at the City of Palms Classic together.

For just $10 per person, groups receive general admission bleacher seating and special in-game recognition from our public address announcer during a dead ball between 5:00 PM and 9:00 PM. Youth leagues can take the experience a step further with the opportunity to participate in a mini-game on the court during the first media timeout or halftime of a game between 5:00 PM and 9:00 PM.

From team bonding and community engagement to the excitement of stepping onto the court, this package creates lasting memories while connecting your group to one of Southwest Florida's most celebrated sporting events.





SPONSORSHIP PACKAGES

$1K

LAY UP PACKAGE

(COMMUNITY SPONSORSHIP)

- Logo on LED Ribbon Board
- (2) Reserved Seats in 107 or 117***
- (1) Reserved Parking Pass Lot 17
- Logo on Website Homepage

$2.7K

FREE THROW PACKAGE

- Logo on LED Ribbon Board
- (4) Reserved Seats in 107 or 117***
- (2) Reserved Parking Pass Lot 17
- Full Page Color AD in Tournament Program
- Logo on Website Homepage

$5.5K

3 POINT PACKAGE

- Logo on LED Ribbon Board
- (6) Reserved Seats in 107 or 117***
- (3) Reserved Parking Pass Lot 17
- Full Page Color AD in Tournament Program
- Logo on Website Homepage

$7.5K

GAME WINNER PACKAGE

- Logo on LED Ribbon Board
- (6) Reserved Seats in 107 or 117***
- (3) Reserved Parking Pass Lot 17
- Full Page Color AD in Tournament Program
- Logo on Website Homepage
- (2) Social Media Shoutout
- (2) Second Row Floor Seats**

* Assets required by sponsor. (logos, ADs, Social Media Post)Shoutouts will be posted between signup and end of tournament.
** Dependent upon inventory.
***Sponsor has option to change based on preference

EXECUTIVE SPONSORSHIP PACKAGES

ROOKIE PACKAGE

$10K

- LED Ribbon Board
- Company logo window clings or banner
- (8) Reserved Seats in 107 or 117***
- (4) Reserved Parking Pass Lot 17
- Full Page Color AD in Tournament Program
- Logo on Website Homepage
- (4) Social Media Shoutout
- (2) Second Row Floor Seats**

ALL STAR PACKAGE

$15K

- LED Ribbon Board
- Company logo window clings or banner
- (8) Reserved Seats in 107 or 117***
- (5) Reserved Parking Pass Lot 17
- Full Page Color AD in Tournament Program
- Logo on Website Homepage
- (6) Social Media Shoutout
- (2) Front Row Floor Seats**

MVP PACKAGE

$25K

- LED Ribbon Board
- Company logo window clings or banner
- (8) Reserved Seats in 107 or 117***
- (6) Reserved Parking Pass Lot 17
- Full Page Color AD in Tournament Program
- Logo on Website Homepage
- (6) Social Media Shoutout
- (4) Front Row Floor Seats**

* Assets required by sponsor. (logos, ADs, Social Media Post)Shoutouts will be posted between signup and end of tournament.
** Dependent upon inventory.
***Sponsor has option to change based on preference

COMMUNITY PARTNERS







Palm City IRONWORKS

NBA TV

NIA NASH INSURANCE & ASSOCIATES

SUBLETT FAMILY FOUNDATION

ROK BALLER

RED SOX FOUNDATION

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ACCENT business products

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Arthrex Making People Better

Edison NATIONAL BANK 28 years

Bank Of The Islands

DIXIE FISH COMPANY EST. 1937

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Unico RISTORANTE ITALIANO

EAT. PUTT. DRINK.

CHAPMAN INSURANCE GROUP

Castaway Club Clothing

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HeadPinz Entertainment Center

HOOTERS SOUTH FLORIDA

The North Law Firm, P.A. Accident and Injury Cases

JOHN WEBB LEGAL GROUP, P.L.

fort MYERS LEE COUNTY SPORTS

LENNAR

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MARQUIS Wealth Management Group Personalized Financial Services

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Blue Moon Pizza Blue Moon Pizza Blue Moon

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THANK YOU!







Together, we can continue creating opportunities and experiences that bring our community together.