



SYRACUSE HOUSING AUTHORITY  
*Building Neighborhoods. Growing Dreams.*

\$10K 2024





We extend our sincerest gratitude to our past sponsors for their invaluable support of Syracuse Housing Authority (SHA)'s Annual \$10K Basketball Tournament. Your contributions have been instrumental in making our event a resounding success and a meaningful experience for the youth in our community.

To those who have not yet sponsored, we invite you to join us in this impactful endeavor. Your sponsorship can help us continue to provide a positive and enriching experience for the young people in our community. **Together, we can make a difference.**

Our tournament, which combines basketball with outreach initiatives, has proven to be an effective approach in connecting youth to caring adults and positive activities. Your sponsorship has directly contributed to the success of this endeavor, allowing us to provide opportunities for our youth to connect with local organizations and human service agencies, promoting their vital programs and resources. The impact of your contribution has been truly remarkable.

As we gear up for this year's tournament, scheduled on July 12, 13, 27, and 28 at Wilson Park, we once again turn to you for your crucial support. This event, encompassing training camps and tournament days, specifically targets vulnerable youth in the City of Syracuse and Onondaga County, offering them mini-classes and training sessions on crucial topics like financial literacy, health and wellness, education, and job readiness programs.

Your continued support will empower us to create a safe and nurturing environment where these young individuals can learn, grow, and connect with resources that will positively shape their futures. We are incredibly proud to share that since the start of our tournament in 2021, none of our participants have fallen victim to gun violence, and we attribute this achievement to you and our dedicated community.

As highlighted in the following article, this event has already garnered significant goodwill within the community. The positive impact of your contribution can be seen through the stories of transformed lives and the increased engagement of youth in our programs.

**[syracuse.com/sports/2023/08/basketball-tournament-provides-hope-opportunity-to-shine-for-200-syracuse-teens.html](https://syracuse.com/sports/2023/08/basketball-tournament-provides-hope-opportunity-to-shine-for-200-syracuse-teens.html)**



Your sponsorship has gone beyond financial assistance – it has contributed to a significant change in our community. By addressing the issue of youth violence and providing alternatives through basketball and community engagement, we are creating a brighter and safer future for our city. Your belief in our mission and your partnership have made all the difference.

Once again, thank you for your unwavering support of SHA's Annual \$10K Basketball Tournament, and we hope to have your continued support this year! Your ongoing partnership will play an instrumental role in extending our reach and enhancing the lives of even more at-risk youth in our community.

With deepest appreciation,

A handwritten signature in black ink, appearing to read 'William J. Simmons'.

William J. Simmons, Esq.  
Executive Director

A handwritten signature in black ink, appearing to read 'Jalyne Clifford'.

Jalyne Clifford  
Deputy Executive Director



## About SHA's Annual 10K Basketball Tournament

Our tournament is unique in that, to participate, youth will attend training camps featuring local organizations and human service agencies promoting their various programming and resources.

The location of the training camp and tournament will be at Wilson Park, which will target youth living in public housing who are most at-risk of being victims or perpetrators of community violence. Partnering organizations will be provided the opportunity to incorporate mini-classes and training in the areas of financial empowerment, health and wellness, education, and job training programs at the training camps and tournament events. There will also be opportunities for local community-based organizations to table and perform outreach throughout the training camp and tournament, which will provide needed resources to at risk youth.

In addition to the tournament, during the halftime of the girls' championship game, SHA will again award the \$5K **Brexialee Torres Ortiz Memorial Scholarship**, a heartfelt tribute to the cherished memory of Brexialee Torres Ortiz, whose tragic departure due to gun violence on January 16, 2023, left a profound impact on SHA and all of our community. With the blessing of her family, we hope to assist a young SHA resident who wishes to continue their education in the same way that Brexi would have.

## Youth Violence

The City of Syracuse has witnessed an increase in youth violence, specifically, youth gun violence. According to the CDC, one evidenced based approach to preventing youth violence is, "connecting youth to caring adults and activities." Throughout the tournament, there are multiple opportunities to connect youth to caring adults (community-based organizations and community leaders) and activities (promoting basketball as an alternative to violence). The intention of this tournament and training camp are to introduce future SHA youth programs, enhance other city programs, and serve as a catalyst for additional community involvement or community violence intervention programming.

The main goal of this project is to engage with youth at risk of being victims of or perpetrating community violence, and connecting them with positive, caring adults in the community. This positive connection will be a catalyst for youth engagement throughout the City of Syracuse.

The secondary goal of this project is to bridge the gap with law enforcement, by facilitating positive interactions with law enforcement officers at the training camp and tournament. SHA plans to meet its secondary goal by recruiting first responders from the Syracuse Police Department to serve as coaches for the training camp and tournament.

## SHA's Community Involvement & Impact

The Syracuse Housing Authority's Resident Support Services (RSS) Department conducts outreach and engagement efforts to youth and families living in SHA properties who are often at risk of perpetrating or being victims of violence. Residents have requested to continue this tournament annually. We have also received requests for an increase in youth programming as residents have noted a decrease in negative behaviors in youth when there are positive program alternatives. SHA hopes to prevent community violence in youth residents as a result of the \$10k Tournament, in addition to connecting youth to community-based organizations funded to provide structure, healthy coping skills, and educational programming.

**Photos by:** Ana Gil Photography, Oscar Demurè Photography , Mike Greenar







# \$10K 2024 Sponsorship Levels

## Elite MVP Sponsors (2 Available) - \$10,000

- Logo prominently displayed on all promotions as the Elite MVP Sponsor
- Logo displayed on all SHA social media platforms and website
- Name and sponsorship mentioned at all press interviews and press releases
- Logo on main event banner
- Logo on volunteer and team t-shirts
- Full-Page advertisement in SHA Newsletter
- Full-Page advertisement on SHA informational screens
- Logo on Sponsorship board at Tournament

Please submit your agency logo, contact information, and level commitment to [jclifford@syrhousing.org](mailto:jclifford@syrhousing.org) by June 30th.

## At The Buzzer Sponsor - \$7,500

- Logo displayed on all SHA social media platforms and website
- Logo on volunteer and team t-shirts
- Full-Page advertisement in SHA Newsletter
- Full-Page advertisement on SHA informational screens
- Logo on Sponsorship board at tournament

## Swoosh Sponsor - \$5,000

- Logo on volunteer and team t-shirts
- Half-page advertisement in SHA Newsletter
- Half-Page advertisement on SHA informational screens
- Logo on Sponsorship board at tournament

## 3-Point Sponsor - \$2,500

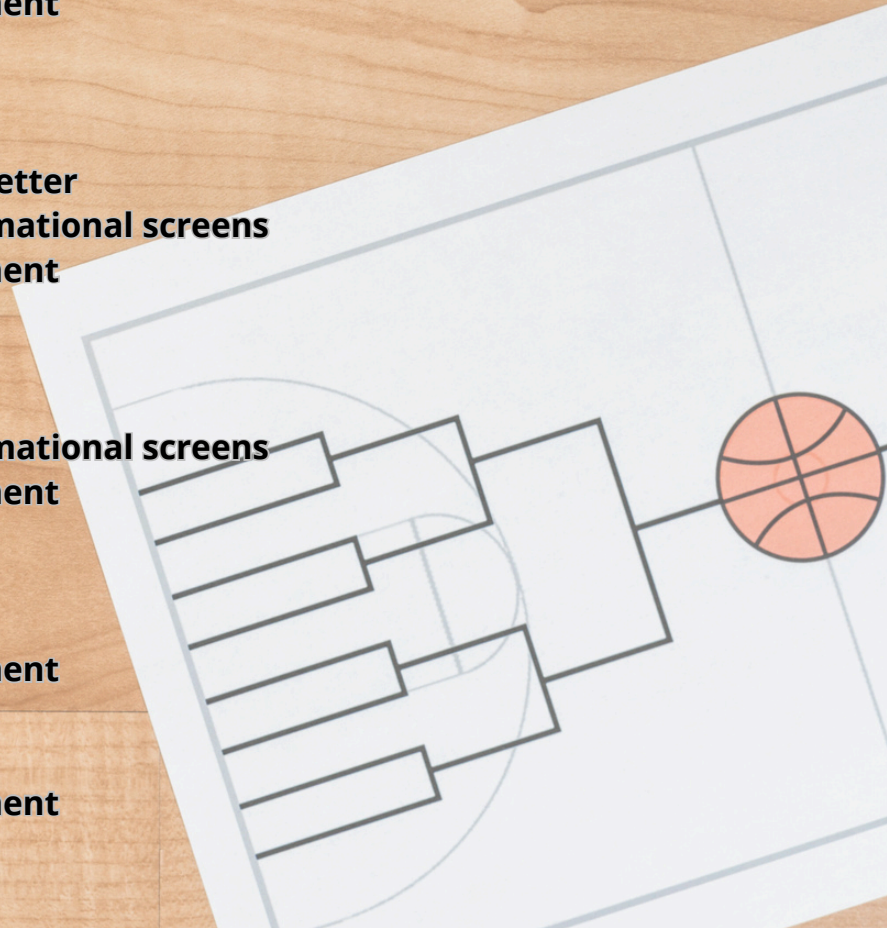
- Logo on volunteer t-shirts
- Half-Page advertisement on SHA informational screens
- Logo on Sponsorship board at tournament

## Slam Dunk Sponsor - \$1,000

- Logo on volunteer t-shirts
- Logo on Sponsorship board at tournament

## Table Sponsor - \$500

- Logo on Sponsorship board at tournament













# Inaugural Girls' Champions

## Elite Ballers



## MVP Award Recipient

### Sanai Lee





# Boys' 13-15 Champions

## Kiss World Elite



## MVP Award Recipient

### Lamar Watts





# Boys' 16-20 Champions

## Kiss World Elite



# MVP Award Recipient

## Gavin Doty

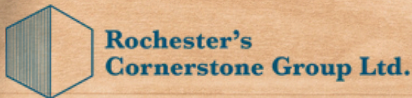




# THANK YOU TO OUR 2023 SPONSORS!

## ELITE MVP SPONSOR

**SERVPRO of SW Onondaga County Team Luzzi**



**Upstate Medical University**

**TAG Associates, Inc.**

**C&S Companies**

**Brown & Brown**

**Centrio**

**JMA Wireless**

**Excellus BlueCross BlueShield**

**The Gifford Foundation**

**Home HeadQuarters**

**Pepsi**

**Blueprint Sports**

**Black Equity & Excellence Fund**

**Bousquet Holstein**

**Rochester's Cornerstone Group**

**Fox Rothschild**

**Empower FCU**

**Enterprise Holdings Foundation**

**OneGroup**

**Eastern Security**

**Mackenzie Hughes LLP**

**Reed International Business Law**

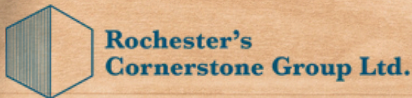
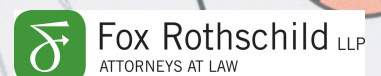
**The Flanders Group**

**TK Elevator**

**Center for Community Alternatives**

**HAI Group**

**Wegmans**





























# \$10K TOURNAMENT



SYRACUSE HOUSING AUTHORITY


**MANDATORY ORIENTATION  
& TRAINING CAMP  
JULY 12TH | 10AM**

**GIRLS BRACKET:  
16-18yo - \$10K  
JULY 13TH**

**BOYS BRACKET#1:  
13-15yo - \$5K  
JULY 27TH**

**BOYS BRACKET#2:  
16-18yo - \$10K  
JULY 28TH**



 **WILSON PARK** *1117 S. McBride Street*

**REGISTRATION  
CLOSES JUNE 30th**



**ONONDAGA COUNTY HIGH SCHOOL AGED PLAYERS**

For official rules go to: [www.syracusehousing.org/10ktournament](http://www.syracusehousing.org/10ktournament)