

SPONSORSHIP PROPOSAL



Tawasentha Park, Route 146, Guilderland
Sunday, September 21st from 1:00 PM - 4:00 PM

WHY TAILGATE?

Because that's what Bobby Mac would've done.

If you knew Robert “Bobby Mac” McNamara, you knew he lived for tailgate Sundays. He didn't just show up to Giants games — he showed up early, set up big, and made sure everyone around him was fed, laughing, and decked out in blue.

Bobby planned his tailgates days in advance. He marinated, grilled, and seasoned like a pro — because for him, it wasn't just about food. It was about bringing people together. Whether it was strangers or lifelong friends, everyone was welcome at Bobby's table. He'd serve you a burger with one hand and throw you a team hoodie with the other.

He wore his Giants gear like a uniform of joy, pride, and community. And he had the best game-day outfits — the louder, the better



WHY TAILGATE?

So when we lost Bobby, we knew one thing for sure: if we were going to celebrate his life and legacy, it had to be a tailgate.

Not just any tailgate — the biggest, boldest, most Bobby-style pre-game the Capital Region has ever seen.



We'll gather in a park instead of a parking lot. We'll fire up the grills, crack open some local brews, and do what Bobby did best — feed people, lift spirits, and raise money for the causes he believed in.

Because this isn't just about honoring Bobby's favorite pastime.

It's about living the way he lived — with heart, with humor, and with open arms.



ABOUT THE EVENT

We have 20 local restaurants confirmed to participate to cook their best tailgate food.

Bangkok Cafe • Cafe Calabria II • City Line Bar & Grill • City Squire • Ember & Cork • Gio Culinary & Recovery Sports Grill • Junior's Bar & Grill • Las Margaritas • Manhattan Exchange • Olde English Pub • SCCC Culinary Food Truck • Tighe's Bistro American • The Bunker • The Delaware • The Hedge Bistro • The Pines @ Pinehaven CC • Tippy Moose Tap & Tavern • Wolff's Biergarten • Yono's

Awards

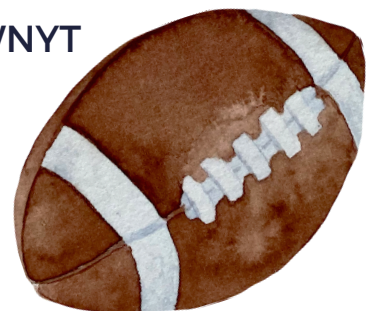
Judge's Choice
Peoples Choice
Best Dressed Booth

MC

Rodger Wyland, Sports
Director at WNYT
Newschannel 13

Our judges

Joseph Carr, Founder of Josh Cellars
Gerald D. Jennings, former City of Albany Mayor
Dr. Benita Zahn, Health Coach and former WNYT
Health Reporter & Anchor



ABOUT THE EVENT

Proceeds to benefit:

- Capital District YMCA Circle of Champs Program
- The Yono Purnomo Scholarship Foundation
- Albany Park Playhouse
- Family Promise of the Capital Region

Extras

Raffle
Silent Auction
Logo Merchandise for Sale
Football Themed Games of Chance
Ice Cream Truck
Kettle Corn Truck

Beverages

Chatham Brewing
Frog Alley
Empire Merchants North
Latitudes Beverage
and others!



SPONSOR PACKAGE



1

Title | \$10,000

Company name and logo on all press releases, print material, social media and signage as Title Sponsor. VIP Admission for 12

3

Touchdown | \$7,500

Company name and logo on all press releases, print material, social media and signage as Touchdown Sponsor. Vip admission for 8.

4

Field Goal | \$5,000

Company name and logo on all press releases, print material, social media, and signage as Field Goal Sponsor. Vip admission for 4.



4

Team Spirits | \$2,500

Company name and logo on all press releases, print material, social media, and signage as Team Spirit Sponsor. General admission for 4.

1

Tent Sponsor | \$2,000

Company name and logo print material, social media, and signage as Tent Sponsor. General admission for 2.

20

Restaurant Sponsor | \$1,500

Company name and logo on all printed materials and social media as "Endzone Sponsor", General Admission for 2

10

Crowd Pleaser | \$1,000

Company name and logo on all printed materials, event signage, and social media as "Crowd Pleaser",

10

Pick Six| \$500

Company name and logo on social media and event signage as Pick Six Sponsor



THANK YOU!



Contact

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