

### ***Introduction***

Anthony J. Salmon suffered a broken neck and spinal cord injury on September 26, 2003. The senior defensive back was injured making a routine tackle during Wilson Magnet High School's game versus McQuaid Jesuit High School. He was classified as a quadriplegic during his stay at Golisano Children's Hospital at Strong. Following one month of treatment at this University of Rochester Medical Center facility, Anthony was transferred to the Rehabilitation Institute of Chicago. As his rehabilitation continues, Anthony is making meaningful progress as he is able to move his head from side to side, speak clearly, and sit upright. While these improvements are significant, the journey towards Anthony's goal of walking again will require continued hard work and support.

That is the purpose of this event: to encourage community involvement and gather financial support for Anthony. **The First Annual Anthony J. Salmon 3-on-3 Basketball Tournament** will not only benefit Anthony's continued care, but Rochester as a whole through increased education and awareness.

*Narrative adapted from  
Democrat and Chronicle article*

For Further Information Contact:

Adrienne Morgan, Director, Student Enrichment Programs  
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Adrienne Morgan - ATTN: Basketball Tournament  
University of Rochester School of Medicine and Dentistry  
601 Elmwood Avenue, Box 601  
Rochester, NY 14642

### ***Tournament Rules and Format***

Teams of 3 or 4 players will be divided into six divisions for this 3-on-3 tournament. There are three age groups (12-14 year-old, 15-17 year-old, 18 year-old and over) each with open (teams can be any combination of males and/or females) and female (all team members must be female) categories. Each of these six divisions will compete in pool play leading to a championship bracket. This guarantees each team at least three games. The games will be played on a half-court with each basket counting for 1 point. The early rounds will be played at the various venues with the title games held at the University of Rochester Palestra. All participants will receive a tournament t-shirt and the teams will be competing for fantastic prizes awarded to the champion and runner-up teams in each division. The details of the tournament rules and format will be posted on the tournament website (see address below) so please refer to this for further information. You can also download additional registration forms from the website.



*Photo by Will Yurman  
Courtesy of the Democrat and Chronicle*

### ***Tournament Registration***

The registration fee for each team is \$75. This fee must be included with the registration form as a check or money order made payable to the "Anthony J. Salmon Fund" to ensure your team a spot in the competition. You might consider asking friends, family, and local businesses to sponsor your team and contribute towards the \$75 fee. There will be **no refunds** of the registration fee and **no additions or substitutions** may be made to a team's roster after the registration form has been submitted. The registration deadline is March 19, 2004 with participation limited to the first 200 teams, so register early!

### ***Event Activities***

On the day of the tournament we encourage everyone to stop by the various venues to cheer on their favorite teams and offer their support to Anthony. A 50/50 raffle and raffles with wonderful prizes donated by local individuals and businesses will be held at each venue. We also plan to have basketball clinics run by local college basketball players for children aged 12 years old and under and educational events to learn about injury prevention and child safety. Please refer to the tournament website (see address below) for the updated schedule of events as the tournament approaches.

### ***Volunteer Opportunities***

Volunteers will be needed during the planning of this event and on the day of the tournament. At the tournament you can help with registration, raffle sales, concessions, refereeing, and countless other ways to make this a success! Please contact Adrienne Morgan (see contact information at the left) to donate your time and talent to this wonderful event.

**Visit the Tournament Website for Details and Updates:** <http://www.urmc.rochester.edu/smd/student/salmon/>

### Sponsorship Opportunities

Many opportunities exist for companies and individuals to become involved in this event outside of the competition itself. This additional support is necessary for us to achieve our goals. Please read below as to how you can pledge your support.

#### Financial Sponsors

Financial sponsorship will ensure the successful organization of this event and demonstrate your support of the community. Monetary donations are tax-exempt with checks made payable to "University of Rochester." Please mail contributions to Adrienne Morgan at the address listed inside the brochure.

#### **Tournament Sponsor(s) (\$500+)**

As title sponsor(s) of the event, your name/logo will appear:

- In all radio, TV, and newspaper advertisements for the event
- On the tournament t-shirt #
- On the tournament website
- On a banner at each venue
- On the list of donors in the tournament program

#### **Gold Sponsor(s) (\$250-499)**

Your name will appear:

- On the tournament t-shirt #
- On the tournament website
- On a banner at each venue
- On the list of donors in the tournament program

#### **Silver Sponsor(s) (\$100-249)**

Your name will appear:

- On the tournament t-shirt #
- On the tournament website
- On the list of donors displayed at each venue
- On the list of donors in the tournament program

#### **Patron Sponsor(s) (up to \$99)**

Your name will appear:

- On the list of donors displayed at each venue
- On the list of donors in the tournament program

### Promotional Sponsors

Promotional sponsorship will increase awareness of and promote participation in this event while demonstrating your company's commitment to the community.

Your name will appear:

- On the tournament t-shirt #
- On the tournament website
- On a banner at each venue
- On the list of donors in the tournament program

### Raffle/Concession Sponsors

Donations of gift certificates, other goods, and food will allow us to achieve our goals while rewarding our participants and promoting your products.

Your name will appear:

- On the tournament t-shirt with the contribution of in-kind gifts of at least \$100 in value #
- On the tournament website
- On the list of donors displayed at each venue
- On the list of donors in the tournament program

### Service Sponsors

Donations of services will assist in ensuring the safe and successful outcome of this event while demonstrating your commitment to the community and promoting your services.

Your name will appear:

- On the tournament t-shirt #
- On the tournament website
- On a banner at each venue
- On the list of donors in the tournament program

# Support will need to be confirmed by 3/5/04 to appear on tournament t-shirt



THE FIRST ANNUAL

*Anthony J. Salmon*

3-ON-3  
BASKETBALL TOURNAMENT



Saturday, April 17, 2004

**Tournament Guide**  
**Featuring Information About**  
**Team Registration**  
**and**  
**Opportunities for Volunteering,**  
**Sponsorship, and Donating**

#### **Organized by:**

Medical Students of the  
University of Rochester  
School of Medicine and Dentistry

•  
Students and Friends of Anthony from  
Wilson Magnet High School

•  
Students from  
McQuaid Jesuit High School

#### **Hosted by:**

University of Rochester  
Wilson Magnet High School

**Proceeds to Benefit the:**  
Anthony J. Salmon Fund