

Virginia Senior Games Henrico, Virginia

May 9-13, 2017

Virginia Recreation & Park Society



2017 SPONSORSHIP INFORMATION

Virginia Senior Games

Presented by the Virginia Recreation & Park Society

2017 Sponsorship Information

Virginia Senior Games Overview

“Life Begins at 50 with Fitness and Gold!” This is what the Virginia Senior Games are all about as they enter their 39th year of promoting healthy lifestyles for Virginia residents, age 50 and better! The purpose of the Games is to promote physical and social wellness for Senior Adults. Presented annually by the Virginia Recreation and Park Society, the Games attract approximately 1,000 senior athletes who compete in over 20, Olympic-style events for Gold, Silver, and Bronze medals. The Virginia Senior Games are recognized by the National Senior Games located in Baton Rouge, LA. and they are positioned to expand with the ever-increasing senior population.

The 2016 participants came from the following areas of the Commonwealth:

Central Virginia	576
Eastern Virginia	721
Northern Virginia	448
Western Virginia	80
Southwestern Virginia	76
<u>Out of State</u>	<u>293</u>
2016 Total Athletes	2194

Senior Citizen Demographics

The senior population is the fastest growing consumer group in the country. The number of Virginians over the age of sixty will increase from 1.4 million (17.8% of the population) in 2010 to 2.3 million (23.9%) in 2030, according to projections of the Virginia Employment Commission. Because of this “Age Wave” demographic shift, the Virginia Senior Games is now more relevant than ever. Collectively, seniors control 50% of all discretionary income and spend more than \$60 billion annually in the United States. This growing population represents economic clout and a flair for living!

As a Virginia Senior Games sponsor, your company will have the opportunity to market directly to active seniors from all over the state of Virginia while also showing your support for the healthy lifestyles they have embraced!

2017 Sponsorship Levels

- Presenting Sponsor...1 available, \$40,000 investment
- Gold Medal Sponsor...2 available, \$20,000 investment
- Silver Medal Sponsor...3 available, \$10,000 investment
- Bronze Medal Sponsor...4 available, \$5,000 investment
- Track and Field Event Sponsor...1 available, \$2,500 investment
- Individual Event Sponsor...\$1,000 per event
- Registration Sponsor... 5 available, \$650 each
- Promotional Sponsor... \$500
- Wellness Expo Exhibitor...\$250

Sponsorship Levels

Presenting Sponsor (One available)

Investment: \$40,000 annual

Benefits:

- “Virginia Senior Games presented by Virginia Recreation and Park Society and *Sponsor’s name*” - all promotional and marketing materials will include this statement;
- Inside back cover advertisement (1/2 page) in a minimum of 18,000 Registration Booklet (if prior to printing)
- Sponsor recognition on VRPS website (www.vrps.com);
- Sponsor recognition on posters, flyers, and press releases advertising the Games;
- Company logo on t-shirts of participants, volunteers and staff;
- Opportunity to include product information and/or coupon in athlete’s registration packages;
- Banner(s) displayed on-site at athlete registration area, and at four (4) sporting events (sponsor’s choice);
- Presentation of Special Appreciation Plaque at Athlete reception;
- 20 complimentary Virginia Senior Games t-shirts for sponsors’ employees and/or clients;
- Inside back cover advertisement (1/2 page) in Results Books distributed directly after the Games; and
- Sponsor recognition on back cover of Results Book distributed directly after the Games.
- All items included in the Wellness Expo Exhibitor Package

Gold Medal Sponsor (Two available)

Investment: \$20,000 annual

Benefits:

- Name and logo on back cover of minimum of 18,000 Registration Booklets (if prior to printing);
- Inside back cover advertisement (1/4 page) in Registration Booklet (if prior to printing);
- Sponsor recognition on VRPS website (www.vrps.com);
- Sponsor recognition on posters, flyers, and press releases advertising the Games;
- Company logo on t-shirts of participants, volunteers and staff;
- Opportunity to include product information and/or coupon in athlete’s registration packages;
- Promotional display booth at the registration area, during all registration times, and at the Opening Ceremonies with opportunity for literature distribution, couponing, giveaways, & product demonstrations;
- Presentation of Special Appreciation Plaque at Athlete reception;
- 15 complimentary Virginia Senior Games t-shirts for sponsors’ employees and/or clients;
- Inside back cover advertisement (1/4 page) in Results Book distributed directly after the Games; and
- Sponsor recognition on back cover of Results Book distributed directly after the Games.
- All items included in the Wellness Expo Exhibitor Package

Sponsorship Levels

Silver Medal Sponsor (Three available)

Investment: \$10,000 annual

Benefits:

- Name and logo in a minimum of 18,000 Registration Booklets advertising the Games (if prior to printing)
- Sponsor recognition on VRPS website (www.vrps.com);
- Sponsor recognition on posters, flyers, and press releases advertising the Games;
- Name and logo on t-shirts worn by athletes, staff and volunteers;
- Opportunity to include product information and/or coupon in athlete's registration packages;
- Banner(s) displayed on-site athlete registration area, and at two (2) sporting events (sponsor's choice);
- Presentation of Special Appreciation Plaque at Athlete reception;
- 10 complimentary Virginia Senior Games t-shirts for sponsors' employees and/or clients;
- Inside back cover advertisement (1/6 page) in Results Book; and
- Sponsor recognition on back cover of Results Book distributed directly after the Games.
- All items included in the Wellness Expo Exhibitor Package

Bronze Medal Sponsor (Four available)

Investment: \$5,000 annual

Benefits:

- Sponsor recognition on VRPS website (www.vrps.com);
- Name or logo on all t-shirts worn by athletes, staff and volunteers;
- Opportunity to include product information and/or coupon in athlete's registration packages;
- Sponsor recognition in a minimum of 18,000 Registration Booklets advertising the Games (if prior to printing)
- Sponsor recognition on posters, flyers, and press releases advertising the Games;
- Presentation of Special Appreciation Plaque at Athlete reception;
- 5 complimentary Virginia Senior Games t-shirts for sponsors' employees and/or clients;
- Sponsor recognition on back cover of Results Book distributed directly after the Games.
- All items included in the Wellness Expo Exhibitor Package

Track and Field Event Sponsor

Investment: \$2500

Benefits:

- Sponsor recognition in a minimum of 18,000 Registration Booklets (if prior to printing)
- Presentation of Special Appreciation certificate at Athlete reception;
- Banner displayed on-site at sponsored event(s);
- Sponsor recognition in Results Books distributed directly after the Games.
- All items included in the Wellness Expo Exhibitor Package

Sponsorship Levels

Individual Event Sponsor, excluding Track and Field

(choose one of the following events: Archery, Badminton, Basketball 3-on-3, Cycling, Golf, Pickleball, swimming, Table Tennis, Tennis, Volleyball)

Investment: \$1000 per event

Benefits:

- Sponsor recognition in a minimum of 18,000 Registration Booklets (if prior to printing)
- Presentation of Special Appreciation certificate at Athlete Reception
- Banner displayed on-site at sponsored event(s);
- Sponsor recognition in Results Books distributed directly after the Games.
- All items included in the Wellness Expo Exhibitor Package

Registration Sponsor (Five available)

Investment: \$650

Benefits:

- Single sheet (may be two-sided) bag stuffer for each registered athlete. Stuffer is produced by the sponsor and delivered to onsite registration location no later than one week prior to onsite registration.
- Block Ad with active hyperlink to sponsor website in two e-blasts to entire Virginia Senior Games contact list. E-blasts are both emailed and posted on social media sites.
- Sponsor table at athlete registration during all published registration hours.
- All items included in Wellness Expo Exhibitor Package

Promotional Sponsor

Investment: \$500

Benefits:

- Single sheet (may be two-sided) bag stuffer for each registered athlete. Stuffer is produced by the sponsor and delivered to onsite registration location no later than one week prior to onsite registration.
- Block Ad with active hyperlink to sponsor website in two e-blasts to entire Virginia Senior Games contact list. E-blasts are both emailed and posted on social media sites.
- All items included in Wellness Expo Exhibitor Package

Wellness Expo Exhibitor :

Deep Run Recreation Center; Friday, May 12, 2017, 3 pm – 7 pm

Investment: \$250 (501(c)(3)non-profit organizations \$150)

Benefits:

- Single sheet (may be two-sided) bag stuffer for each registered athlete. Stuffer is produced by the sponsor and delivered to onsite registration location no later than one week prior to onsite registration.
- Sponsor may provide one promotional item to go into the athlete bags (minimum 250 items) to be delivered to onsite registration no later than two weeks prior to onsite registration.
- One 6' table and 2 chairs

2017 Virginia Senior Games

May 9-13, 2017

Henrico, Virginia

Sponsorship Application

Please mark your desired sponsorship level below. Complete application and mail to 6372 Mechanicsville Turnpike, Suite 109, Mechanicsville, VA 23111. Make checks payable to VRPS/VSG.

Sponsorship Level		Choice
Presenting Sponsor	\$40,000	
Gold Medal Sponsor	\$20,000	
Silver Medal Sponsor	\$10,000	
Bronze Medal Sponsor	\$5,000	
Track & Field Event Sponsor	\$2,500	
Individual Event Sponsor	\$1,000	
Registration Sponsor	\$650	
Promotional Sponsor	\$500	
Wellness Expo Exhibitor	\$250 (\$150 qualified non-profit)	

Company Name: _____

Address: _____

City, State, Zip: _____

Contact Name: _____

Title: _____

Phone: _____

Fax: _____

Email: _____

URL: _____

Product Description: _____

Payment Information: Check _____ P.O. _____ (Need Invoice? ___yes ___no) Credit Card _____

Credit Card # _____ Exp Date _____ Security Code _____

Full billing address of card

Signature _____ Date _____

For More Information Contact
Virginia Recreation & Park Society
6372 Mechanicsville Turnpike, Suite 109
Mechanicsville, VA 23111

804-730-9447, Fax: 804-730-9455, vrps@vrps.com, www.virginiaseiniorgames.org

Thank you for your support!