

# Virginia Senior Games Henrico, Virginia

May 16-19, 2018

Virginia Recreation & Park Society



## 2018 SPONSORSHIP INFORMATION

**THIS IS WHAT 97 LOOKS LIKE.**



**Virginia Senior Games**



*[Virginia's Plan for Well-Being](#) is a call to action for Virginians to create and sustain conditions that support health and well-being. Currently, many communities are coming together to improve health.*

*Living an active lifestyle supports wellness, improves mood and reduces chronic disease. It alleviates depression, decreases body fat and creates stronger bones. In addition to lowering the risk of falls, a leading cause of injury among older adults.*

*There is a role for everyone to move Virginia forward to becoming the healthiest state in the nation. The [Virginia Senior Games](#) is a banner event for health and wellness among older adults.*

Virginia's Plan for Well-Being, 2016-2020  
Virginia Department of Health

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# Virginia Senior Games

## Virginia Senior Games Overview

*“Where Athletes are Forever Young”*

In 2018, the Virginia Senior Games (VSG) will enter their 40<sup>th</sup> year of promoting healthy lifestyles for Virginia residents, age 50 and better! The purpose of VSG is to promote physical and social wellness for senior adults. Presented annually by the Virginia Recreation and Park Society, VSG attract approximately 2,000 senior athletes who compete in over 20 Olympic-style events for Gold, Silver, and Bronze medals. They are hosted in localities around the Commonwealth and move every four years to a new locality.

VSG are recognized by the National Senior Games, headquartered in Baton Rouge, Louisiana., and they are positioned to expand with the ever-increasing senior population. VSG are qualifying events for the National Senior Games, which take place every other year, in odd years. Athletes must qualify to participate at the National level, and Virginia is an open state, in that out-of-state athletes are invited to participate along with Virginia residents.

In 2017, athletes called the following regions “home”:

Central Virginia	513
Eastern Virginia	652
Northern Virginia	344
Western Virginia	47
Southwestern Virginia	46
Out-of-State	225
TOTAL	1877

### Senior Citizen Demographics

The senior population is the fastest growing consumer group in the country, and Virginians, like the rest of America, are riding the age wave:

- 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.
- Collectively, seniors control 50% of all discretionary income and spend more than \$60 billion annually in the United States.
- Roughly 10,000 Baby Boomers will turn 65 today, and this will continue every day through 2030 (Pew Research Center).
- An American turns 50 every 7 seconds – that’s more than 12,500 people every day (US Census).
- The senior age group is now, for the first time, the largest in terms of size and percent of the population in the U.S. By 2015, those aged 50 and older will represent 45 percent of the U.S. population (AARP).

This growing population represents economic clout and a flair for living! In order to keep VSG affordable and therefore inclusive of Virginia’s seniors, ***we need your help.***

# Virginia Senior Games

## 2018 Sponsorship Information

As a VSG sponsor, your organization 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!

### 2018 Sponsorship Levels

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



*"I am a cyclist. I was a bike racer in the early 70's. But, raising kids and other things cut into my time, and I let go of cycling, in fact, I let go of fitness in general. Fast forward several years. A friend who is a runner told me about the games, so thought I'd give it a try. I trained for a few months, filled out the paperwork and traveled to Hampton Roads for the events. The first thing that struck me was how friendly and helpful the volunteers in the registration center were. The next thing that I noticed was how open and helpful the competitors were. In one short morning, I made friends that have lasted for a couple of years now, and I find myself looking forward to seeing them again as much as competing. However, not wanting to let myself or my friends down has kept me training harder than ever and I have rediscovered fitness as a lifestyle, not just for competition. The Virginia Senior Games has, through the wonderful volunteers and fellow athletes, cajoled me into a healthier lifestyle."*

-G. Kuchel





# 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;
- Sponsor logo on all athlete badges;
- Inside back cover full page advertisement in Results Books distributed directly after the Games;
- Logo on back cover in a minimum of 18,000 Registration Booklet (if received prior to printing);
- Sponsor recognition on VSG website ([www.virginiaseiniorgames.org](http://www.virginiaseiniorgames.org));
- Sponsor recognition on posters, flyers, and press releases advertising VSG;
- Sponsor logo on athlete t-shirts;
- 20 complimentary VSG t-shirts for sponsor employees and/or clients;
- Promotional display booth at athlete on-site registration area, during all registration times, with opportunity for literature distribution, couponing, giveaways, and product demonstrations;
- Presentation of Special Appreciation Plaque at Athlete reception and opportunity to speak;
- Sponsor recognition in Results Book distributed directly after the Games;
- Hyperlinked block ad in E-blasts distributed to all former athletes, sponsors, and park and recreation professionals throughout the Commonwealth, from time of contract agreement through results notification post-event
- Sponsor may provide one promotional item to go into the athlete bags.
- Single sheet (may be two-sided) bag stuffer, produced by the sponsor, for each registered athlete.
- Wellness Expo presence to include table and two chairs.



# Sponsorship Levels

## Gold Medal Sponsor

**Investment: \$20,000 annual**

### **Benefits:**

- Half page advertisement in Results Books distributed directly after the Games;
- Logo on back cover in a minimum of 18,000 Registration Booklet (if received prior to printing);
- Sponsor recognition on VSG website ([www.virginiaseniorgames.org](http://www.virginiaseniorgames.org));
- Sponsor recognition on posters, flyers, and press releases advertising VSG;
- Sponsor logo on athlete t-shirts;
- 15 complimentary VSG t-shirts for sponsor employees and/or clients;
- Promotional display booth at athlete on-site registration area, during all registration times, with opportunity for literature distribution, couponing, giveaways, and product demonstrations;
- Presentation of Special Appreciation Plaque at Athlete reception and opportunity to speak;
- Sponsor recognition in Results Book distributed directly after the Games;
- Hyperlinked block ad in E-blasts distributed to all former athletes, sponsors, and park and recreation professionals throughout the Commonwealth, from time of contract agreement through results notification post-event
- Sponsor may provide one promotional item to go into the athlete bags.
- Single sheet (may be two-sided) bag stuffer, produced by the sponsor, for each registered athlete.
- Wellness Expo presence to include table and two chairs.



*“I have been attending the Virginia Senior Games since 1988. I enjoy the competition and meeting new people and seeing new locations. I attended six national games (horseshoes, table tennis, golf). It keeps me active (and) keeps up my interest in life.”*

-D. Parkes



# Sponsorship Levels

## Silver Medal Sponsor

**Investment: \$10,000 annual**

### **Benefits:**

- Quarter page advertisement in Results Books distributed directly after the Games;
- Logo on back cover in a minimum of 18,000 Registration Booklet (if received prior to printing);
- Sponsor recognition on VSG website ([www.virginiaseniorgames.org](http://www.virginiaseniorgames.org));
- Sponsor recognition on posters, flyers, and press releases advertising VSG;
- Sponsor logo on athlete t-shirts;
- 10 complimentary VSG t-shirts for sponsor employees and/or clients;
- Banner on display at athlete on-site registration area, during all registration times;
- Presentation of Special Appreciation Plaque at Athlete reception;
- Sponsor recognition in Results Book distributed directly after the Games;
- Hyperlinked block ad in E-blasts distributed to all former athletes, sponsors, and park and recreation professionals throughout the Commonwealth, from time of contract agreement through results notification post-event
- Sponsor may provide one promotional item to go into the athlete bags.
- Single sheet (may be two-sided) bag stuffer, produced by the sponsor, for each registered athlete.
- Wellness Expo presence to include table and two chairs.



*“I have competed in golf in the Virginia Senior Games for 11 years and have one bronze and ten gold medals to show for it. I have met some great competitors there. The Games give me an incentive to work hard on my game, and to qualify for the Nationals is a great bonus. The Games help keep this 91 year old guy interested in staying active. I plan to compete as long as possible.”*

-K. OBye

# Sponsorship Levels

## Bronze Medal Sponsor

**Investment: \$5,000 annual**

### **Benefits:**

- Logo on back cover in a minimum of 18,000 Registration Booklet (if received prior to printing);
- Sponsor recognition on VSG website ([www.virginiaseniorgames.org](http://www.virginiaseniorgames.org));
- Sponsor recognition on posters, flyers, and press releases advertising VSG;
- Sponsor logo on athlete t-shirts;
- 5 complimentary VSG t-shirts for sponsor employees and/or clients;
- Banner on display at athlete on-site registration area, during all registration times;
- Presentation of Special Appreciation Plaque at Athlete reception;
- Sponsor recognition in Results Book distributed directly after the Games;
- Hyperlinked block ad in E-blasts distributed to all former athletes, sponsors, and park and recreation professionals throughout the Commonwealth, from time of contract agreement through results notification post-event
- Sponsor may provide one promotional item to go into the athlete bags.
- Single sheet (may be two-sided) bag stuffer, produced by the sponsor, for each registered athlete.
- Wellness Expo presence to include table and two chairs.



*"I'm 68 and retired from two professions but still working self-employed building small docks for electric pontoon boat on local lakes. I've been participating off and on in Virginia Senior Games since 2009. What a great program to keep our aging population stimulated and motivated to continue vigorous physical activity thru age 100 and beyond. I qualified for and will be attending National Senior Games this summer and my grandchildren who live in that area will be coming to watch me compete. My children and grandchildren in the Virginia area came to watch me compete this year. I believe this is a great potential market for businesses catering to seniors and the market is mushrooming."*

-G. Metzinger

# Sponsorship Levels

## Individual Event Sponsor (18 available; one per sporting event)

**Investment: \$500 - \$2,500**

### Benefits:

- Banner on display at venue of sponsored sporting event;
- Presentation of Special Appreciation certificate at Athlete reception;
- Sponsor recognition in Results Book distributed directly after the Games;
- Hyperlinked block ad in E-blasts distributed to all former athletes, sponsors, and park and recreation professionals throughout the Commonwealth, from time of contract agreement through results notification post-event
- Sponsor may provide one promotional item to go into the athlete bags.
- Single sheet (may be two-sided) bag stuffer, produced by the sponsor, for each registered athlete.
- Wellness Expo presence to include table and two chairs.

Pricing is as follows, based on historical athlete participation numbers:

Event	Sponsorship Cost
<b>TIER 1</b>	
Basketball Free Throw and Team Basketball	\$2,500
Pickleball	\$2,500
Swimming	\$2,500
Track and Field	\$2,500
<b>TIER 2</b>	
Bowling	\$1,000
Cycling	\$1,000
Road Race	\$1,000
Table Tennis	\$1,000
Tennis	\$1,000
Team Volleyball	\$1,000
<b>TIER 3</b>	
Archery	\$500
Badminton	\$500
Billiards	\$500
Horseshoes	\$500
Miniature Golf	\$500
Racquetball	\$500
Shuffleboard	\$500
Softball Hit and Throw	\$500



# Sponsorship Levels

## Registration Sponsor

**Investment: \$650**

### **Benefits:**

- Promotional display booth at athlete on-site registration area, during all registration times with opportunity for literature distribution, couponing, giveaways, and product demonstrations;
- Hyperlinked block ad in E-blasts distributed to all former athletes, sponsors, and park and recreation professionals throughout the Commonwealth, from time of contract agreement through results notification post-event
- Sponsor may provide one promotional item to go into the athlete bags.
- Single sheet (may be two-sided) bag stuffer, produced by the sponsor, for each registered athlete.
- Wellness Expo presence to include table and two chairs.

## Promotional Sponsor

**Investment: \$500**

### **Benefits:**

- Hyperlinked block ad in E-blasts distributed to all former athletes, sponsors, and park and recreation professionals throughout the Commonwealth, from time of contract agreement through results notification post-event
- Sponsor may provide one promotional item to go into the athlete bags.
- Single sheet (may be two-sided) bag stuffer, produced by the sponsor, for each registered athlete.
- Wellness Expo presence to include table and two chairs.

## Wellness Expo Exhibitor :

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

### **Benefits:**

- Sponsor may provide one promotional item to go into the athlete bags.
- Single sheet (may be two-sided) bag stuffer, produced by the sponsor, for each registered athlete.
- Wellness Expo presence to include table and two chairs.



## 2018 Deadlines to Note

November 15, 2017	Logos and Hyperlinks for print in Athlete Registration Booklet (Presenting, Gold, Silver, Bronze)
April 15, 2018	Athlete Bag Stuffers and Promotional Items (All)
April 15, 2018	Complimentary T-Shirt Size Requests (Presenting, Gold, Silver, Bronze)
May 31, 2018	Advertisements and Hyperlinks for Results Book (Presenting, Gold, Silver)



# 2018 Virginia Senior Games

## May 16-19, 2018

### Henrico, Virginia

## Sponsorship Application

Please mark your desired sponsorship level below. Make checks payable to VRPS/VSG. You may also purchase your sponsorship online at [www.vrps.com](http://www.vrps.com).

Sponsorship Level		Event Choice
Presenting Sponsor	\$40,000	
Gold Medal Sponsor	\$20,000	
Silver Medal Sponsor	\$10,000	
Bronze Medal Sponsor	\$5,000	
Individual Event Sponsor – TIER 1	\$2,500	
Individual Event Sponsor - TIER 2	\$1,000	
Individual Event Sponsor - TIER 3	\$500	
Registration Sponsor	\$650	
Promotional Sponsor	\$500	
Wellness Expo Exhibitor	\$250 (\$150 qualified non-profit)	

**Organization 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 \_\_\_\_\_

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## Thank you for your support!