

# SPONSORSHIP OPPORTUNITIES



**Thursday, August 2 – Sunday, August 5, 2018**

Jade Brown  
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308-233-3229  
www.nebraskaseniorgames.com

Kearney Park and Recreation  
City of Kearney  
2005 1<sup>st</sup> Avenue  
Kearney, NE 68848

## NEBRASKA SENIOR GAMES SPONSORSHIP OPPORTUNITIES

Yasmina Phillips,

“Competition Never Gets Old!” That is the motto for the 2018 Nebraska Senior Games. As people are living longer and staying more physically active, many seniors from all across the country have decided to start competing in the Nebraska Senior Games. The benefits of exercise, camaraderie, and competition continue to drive this wonderful opportunity and assist seniors in achieving value and quality in their lives. Participants of the Nebraska Senior Games can qualify for the National Senior Games every other year. More than 10,000 athletes are expected at the 2019 National Senior Games in Albuquerque, New Mexico; making it the largest multi-sport event in the world for seniors!

Last qualifying year, Kearney brought 405 athletes to the competition from 20 different states. The 29<sup>th</sup> Annual Nebraska Senior Games will be held August 2-5, 2018. Since this is a qualifying year, we anticipate bringing in over 415 people to the Kearney community for the Games.

In an effort to continually expand the Games, we are currently seeking sponsors who wish to partner with this great event. Enclosed is the 2018 Sponsorship Package so that you may review the benefits. Thanks for considering your sponsorship of the Nebraska Senior Games. Please visit [www.nebraskaseniorgames.com](http://www.nebraskaseniorgames.com) for more information regarding the Games.

I will be in contact with you within the next few weeks to inquire about your interest. I will also be available to schedule a time to personally discuss this proposal if you wish. Thank you for your consideration.

Sincerely,

*Jade Brown*

Kearney Park and Recreation – Recreation Superintendent  
Nebraska Senior Games Coordinator  
jbrown@kearneygov.org  
Office: (308) 233-3229  
Cell: (308) 440-7783

## FACTS ABOUT THE NEBRASKA SENIOR GAMES

The Nebraska Senior Games are conducted annually in Kearney for people 50 years of age and older.

The event is held at various venues throughout Kearney from Thursday, August 2 – Sunday, August 5, 2018.

The Nebraska Senior Games are governed by the National Senior Games Association, which is dedicated to promoting healthy lifestyles through education, fitness, and sports.

The National Senior Games Association is a community-based member of the United States Olympic Committee.

Kearney has hosted the Senior Games in Nebraska for the past 29 years.

The Games have steadily grown over the last several years and last qualifying year we had 405 athletes from all over Nebraska and 20 different states!

Kearney is the lone qualifying site in Nebraska for advancement to the National Games, held every other year in various locations.

The 2019 Summer National Senior Games will be held in Albuquerque, New Mexico from June 14 to June 25. Over 10,000 athletes from across the country are expected to participate.

Current athletic events in Nebraska include: swimming, track and field, bowling, tennis, table tennis, golf, horseshoes, cycling, basketball free-throw and hotshot, disc golf, badminton, pickleball, 5k & 10k road race, 3-on-3 basketball, and wellness walk. Other events may be added.

All Nebraska Senior Games funds are administered by the Kearney Area Community Foundation, which has a 501c3 status.

Staff from the Kearney Park and Recreation Department and the Kearney Visitor's Bureau coordinate the events. Additionally, over 75 workers and volunteers assist with the various aspects of the event.

If you would like to learn more about the Nebraska Senior Games, please visit the website at [www.nebraskaseniorgames.com](http://www.nebraskaseniorgames.com) or "Like" the Nebraska Senior Games Facebook Page.



# NEBRASKA SENIOR GAMES SPONSORSHIP PACKAGES

## Hall of Fame: \$2,000 (a minimum of \$500 must be monetary)

- Company logo prominently located on the front of over 750 professionally printed entry forms.
- Company logo on 11" x 14" glossy promotional posters. Over 500 printed and posted at recreational facilities and sponsor locations across Nebraska.
- Company logo prominently displayed on the back of athlete and volunteer shirts.
- Company logo on Nebraska Senior Games web page with linking abilities.
- Hall of Fame Sponsors will be exclusive at their level and according to their product/service.
- Free participation for 15 company senior athletes.
- Company logo in the evening social brochure.
- Company logo or mentions on all event advertising after April 1.
- Speaking opportunity at evening social attended by athletes, families and volunteers.
- Five Social Media Posts strictly about sponsoring company with linking capabilities.
- Company mentioned in Social Media Posts about sponsorships.
- Access to place promotional material and approved samples in athlete registration bags.

## Legendary: \$1,000

- Company logo on the front of over 750 professionally printed entry forms.
- Company name listed as a Legendary Sponsor on 11" x 14" glossy promotional posters. Over 500 printed and posted at recreational facilities and sponsor locations across Nebraska.
- "Large" company logo on the back of athlete and volunteer shirts.
- Company logo on Nebraska Senior Games web page with linking abilities.
- Legendary Sponsors will be exclusive at their level and according to their product/service.
- Free participation for 10 company senior athletes.
- Company logo in the evening social brochure.
- Recognition at evening social attended by athletes, families, and volunteers.
- Three Social Media Posts about sponsoring company.
- Company mentioned in Social Media Posts about sponsorships.
- Access to place promotional material and approved samples in athlete registration bags.

## Classic: \$500

- Company name in over 750 professionally printed entry forms.
- Company name listed as a Classic Sponsor on 11" x 14" glossy promotional posters. Over 500 printed and posted at recreational facilities and sponsor locations across Nebraska.
- "Medium" company logo on the back of athlete and volunteer shirts.
- Company logo on Nebraska Senior Games web page.
- Free participation for 5 company senior athletes.
- Recognition at evening social attended by athletes, families, and volunteers.
- Company mentioned in Social Media Posts about sponsorships.
- Access to place promotional material and approved samples in athlete registration bags.

## Vintage: \$150

- Company name listed in over 750 professionally printed entry forms.
- Company name listed as a Vintage Sponsor on 11" x 14" glossy promotional posters. Over 500 printed and posted at recreational facilities and sponsor locations across Nebraska.
- Company name on Nebraska Senior Games web page.
- Recognition at evening social attended by athletes, families, and volunteers.
- Access to place promotional material and approved samples in athlete registration bags.

Please contact Jade Brown for further questions or information.

Email: [jbrown@kearneygov.org](mailto:jbrown@kearneygov.org)

Phone: 308-233-3229

Deadline: March 26, 2018

# NEBRASKA SENIOR GAMES SPONSORSHIP FORM

## COMPANY INFORMATION

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

**PLEASE CHECK THE CORRECT BOX FOR DESIRED SPONSORSHIP**

Desired Sponsorship	Sponsorship Level	Donation Amount
<input type="checkbox"/>	Hall of Fame Sponsor	\$2,000
<input type="checkbox"/>	Legendary Sponsor	\$1,000
<input type="checkbox"/>	Classic Sponsor	\$500
<input type="checkbox"/>	Vintage Sponsor	\$150

Please make checks payable to: Nebraska Senior Games/KACF

Mail Checks and Sponsorship Form to: Nebraska Senior Games  
PO Box 1180  
Kearney, NE 68848

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Title (please print)

\_\_\_\_\_  
Date

***TO RECEIVE MAXIMUM BENEFIT FROM YOUR SPONSORSHIP  
PLEASE RESPOND NO LATER THAN MONDAY, MARCH 26, 2018.***

Nebraska Senior Games PO Box 1180 Kearney, Nebraska 68848  
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