

SPONSORSHIP OPPORTUNITIES



Thursday, August 5 – Sunday, August 8, 2021

Jade Brown
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www.nebraskaseniorgames.com

Kearney Park and Recreation
City of Kearney
2005 1st Avenue
Kearney, NE 68848

NEBRASKA SENIOR GAMES SPONSORSHIP OPPORTUNITIES

“Competition Never Gets Old!” That is the motto for the Nebraska Senior Games. As people are living longer and staying more physically active, many seniors from 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.

The Covid-19 Pandemic has altered life for everyone this past year, including how the 2020 Nebraska Senior Games were conducted. Numerous precautions were made, and a safe and successful event was hosted with 303 athletes participating and 21 different states represented. Many senior athletes were thankful the 2020 Nebraska Senior Games were hosted as they were eager to get out and compete again. As we are not sure what the 2021 Covid-19 restrictions will be in August, we are confident we can host another safe and successful event.

Due to the Covid-19 Pandemic the National Senior Games that were scheduled for November 2021, have been postponed to May 2022. Therefore, participants who have not met the 2022 National Senior Games qualifying standards are able to qualify for Nationals at the 2021 Nebraska Senior Games. We are hoping this will assist us to bring in over 300 people to the Kearney community for the 2021 Nebraska Senior Games.

To continually expand the Games, we are currently seeking sponsors who wish to partner with this great event. Enclosed is the 2021 Sponsorship Package so you may review the benefits. Thanks for considering your sponsorship of the Nebraska Senior Games. Please visit 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. If you have any questions, please do not hesitate to contact me. 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 5 – Sunday, August 8, 2021.

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 33 years.

The Games have steadily grown over the last several years. Our biggest qualifying year was in 2016; we had 405 athletes from over 25 different Nebraska communities 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 2022 National Senior Games will be held in Fort Lauderdale, Florida from May 10-23. Over 12,000 athletes from across the country are expected to participate.** **2021 Nationals postponed due to Covid-19.*

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 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 500 professionally printed entry forms.
- Company logo prominently displayed as Hall of Fame Sponsor on 11" x 14" promotional posters. Over 400 printed & posted at recreational facilities & 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 500 professionally printed entry forms.
- Company logo listed as a Legendary Sponsor on 11" x 14" promotional posters. Over 400 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 name in the evening social brochure.
- *Recognition at evening social attended by athletes, families, and volunteers.
- Two 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 500 professionally printed entry forms.
- "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: \$250

- Company name listed in over 500 professionally printed entry forms.
- 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.

Sport: \$100

- Company banner at sport facility.
- Access to place promotional material and approved samples at facility site.

Please contact Jade Brown for further questions or information.

Email: jbrown@kearneygov.org

Phone: 308-233-3229

**Evening Social may not take place depending on Covid-19 restrictions.*

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	\$250
<input type="checkbox"/>	Sport Sponsor	\$100
<i>*If you have an idea for a different way to contribute to the event, please don't hesitate to contact us!</i>		

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 FRIDAY, MARCH 26, 2021.**

Nebraska Senior Games PO Box 1180 Kearney, Nebraska 68848
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