

# SPONSORSHIP OPPORTUNITIES



**Thursday, August 4 – Sunday, August 7, 2022**

Jade Brown  
jbrown@kearneygov.org  
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

“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 these past few years, including how the 2020 and 2021 Nebraska Senior Games were conducted. Numerous precautions were made, and safe and successful events were hosted. Hundreds of athletes participated, and 21 different states were represented. In 2021, we had 450 participants, the highest number of participants in the last ten years! Many senior athletes were thankful the 2020 and 2021 Nebraska Senior Games were hosted as they were eager to get out and compete again. As we are not sure what the 2022 Covid-19 restrictions will be in August, we are confident we can host another safe and successful event.

To continually expand the Games, we are currently seeking sponsors who wish to partner with this great event. Enclosed is the 2022 Sponsorship Package so 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. 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](mailto: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 4 – Sunday, August 7, 2022.

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 34 years.

The Games have steadily grown over the last several years. Our biggest qualifying year was in 2021; we had 450 athletes from over 65 different Nebraska communities and 22 different states!

Kearney is the lone qualifying site in Nebraska for advancement to the National Games, held every other year in various locations. This year is a qualifying year for 2023 Nationals being held in Pittsburg, Pennsylvania.

**\*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.** *\*Due to Covid-19, 2021 Nationals were moved to 2022.*

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 1000 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 capabilities.
- Hall of Fame 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.
- 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 1000 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 capabilities.
- Legendary Sponsors will be exclusive at their level and according to their product/service.
- Free participation for 5 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 1000 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 1000 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](mailto:jbrown@kearneygov.org)

Phone: 308-233-3229

# 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 18, 2022.**

Nebraska Senior Games PO Box 1180 Kearney, Nebraska 68848  
City of Kearney Park and Recreation 2005 1<sup>st</sup> Avenue Kearney, NE 68848  
Jade Brown Nebraska Senior Games Coordinator 308-233-3229 jbrown@kearneygov.org