

Tennessee Senior Olympics State Finals

Sponsor Packet

Presenting Sponsor



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BlueCross BlueShield of Tennessee, Inc.
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The Tennessee Senior Olympics:

An Overview

The Tennessee Senior Olympics began in 1981 with a mission that has continued for more than 30 years- to promote healthy lifestyles for seniors through fitness, sports, and an active involvement in life. Our programs contribute to the vision of healthy, active, and vital senior adults.

Every year thousands of senior adults compete in sanctioned District Olympics held across the state. The 10 championships are held each spring in greater Nashville, Knoxville, Chattanooga, Memphis, Jackson, Johnson City, Crossville, Columbia, Martin and Athens. Finalists from these games qualify for the State Finals held each summer. The State Finals winners qualify for the Nationals held every two years.

Since 1981, the Olympics have grown from 300 participants to almost 4,000 seniors competing statewide in District Olympics events. Our largest state finals attracted almost 2,000 participants for the week-long sports celebration.

Official sports include:

Archery	Racquetball
Badminton	Road Race 10K-5K
Basketball (3 on 3, free throw)	Shuffleboard
Bowling	Softball
Cycling	Softball Throw
Field Events	Swimming
Golf	Tennis/Table Tennis
Horseshoes	Track Events
Pickleball	Volleyball

The Tennessee Senior Olympics, Inc. is a member of the National Senior Games Association, the largest sporting group in the United States. We are a 501c3 nonprofit organization endorsed by the Tennessee Recreation and Parks Association. Sponsorship opportunities available.



Statewide Diamond Sponsor's Contribution:

\$25,000

General Sponsorship Benefits

- Designation as the “Diamond Statewide Sponsor” of the Tennessee Senior Olympics
- Company logo inclusion on:
 - Printed materials (programs, brochures, posters, entry forms and other related materials)
 - District and State Finals t-shirts
 - TSO website (with link to sponsor website)
- Exclusivity in product category among TSO’s sponsors at all District and State Finals events
- First right of refusal to renew Diamond Statewide Sponsorship in product category for following year (must notify TSO by Nov. 1)

Onsite Exposure

- One (1) 3’x8’ banner at each District event
- One (1) 3’x8’ welcome banner at registration area of State Finals
- One (1) 3’x8’ banner at each State Finals event venue
- Tent / booth space at each District event (per TSO specifications)
- Tent / booth space at one venue per day of State Finals (venues to be approved by TSO in advance)
- Podium recognition at District and State Finals opening ceremony events
- Five (5) complimentary invitations to the State Finals opening ceremony

Print Benefits

- One (1) half-page advertisement in each TSO newsletter (per TSO specifications)
- One (1) article in each TSO newsletter (per TSO specifications)
- One (1) full-page advertisement in the State Finals program (per TSO specifications)
- Sponsor mention in all press releases

Additional Benefits

- Opportunity to distribute up to five (5) separate promotional items, products or materials (including gift bag items) at District and State Finals events (giveaways to be approved by TSO in advance)
- Access to TSO participant database for one (1) follow-up mailing after the games (per TSO specifications)
- Use of TSO logo in corporate advertising and promotions with prior TSO approval and according to TSO logo specifications
- Involvement of company personnel in volunteer opportunities at District and State Finals events
- Opportunity for company representative to serve in a non-voting role on the Tennessee Senior Olympics Board of Directors



State Finals Platinum Sponsor's Contribution:

\$10,000

General Sponsorship Benefits

- Designation as the “Platinum State Finals Sponsor” of the Tennessee Senior Olympics
- Company logo inclusion on:
- Printed materials (State Finals program, brochure, poster, entry form and other related materials)
- State Finals t-shirts
- TSO website (with link to sponsor website)

Onsite Exposure

- One (1) 3’x8’ welcome banner at registration area of State Finals
- One (1) 3’x8’ banner at each State Finals event venue
- Booth space at State Finals registration headquarters (per TSO specifications)
- Tent / booth space at one venue per day of State Finals event (venues to be approved by TSO in advance)
- Podium recognition at State Finals opening ceremony event
- Two (2) complimentary invitations to the State Finals opening ceremony

Print Benefits

- One (1) half-page advertisement in the State Finals program (per TSO specifications)
- Sponsor mention in all State Finals press releases

Additional Benefits

- Opportunity to distribute two (2) separate promotional items, products or materials (including fit bag items) at State Finals (giveaways to be approved by TSO in advance)
- Use of TSO logo in corporate advertising and promotions with prior TSO approval and according to TSO logo specifications
- Involvement of company personnel in volunteer opportunities at State Finals



State Finals Gold Sponsor's Contribution:

\$5,000

General Sponsorship Benefits

- Designation as a “Gold State Finals Sponsor” of the Tennessee Senior Olympics
- Company logo inclusion:
- Printed materials (State Finals program, brochure, poster, entry form and other related materials)
- TSO website (with link to sponsor website)

Onsite Exposure

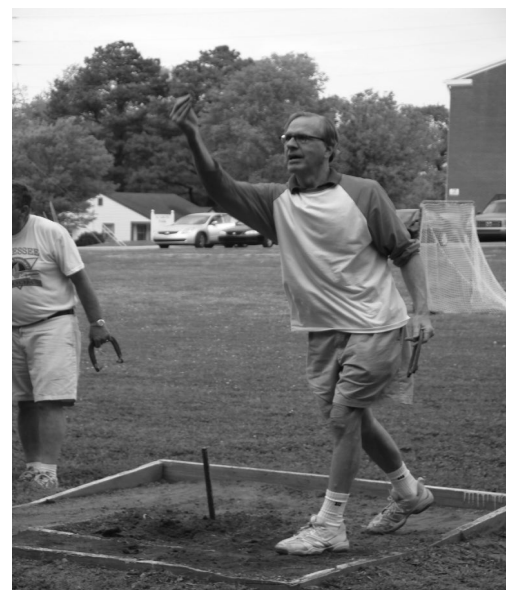
- One (1) 3’x8’ banner at four State Finals venues (venues to be approved by TSO in advance)
- Booth space at State Finals registration headquarters (per TSO specifications)
- Podium recognition at State Finals opening ceremony event
- Two (2) complimentary invitations to the State Finals opening ceremony

Print Benefits

- One (1) half-page advertisement in the State Finals program (per TSO specifications)
- Sponsor mention in State Finals results press release

Additional Benefits

- Opportunity to include one (1) promotional item, product or piece of literature in athletes’ hospitality bags (giveaway to be approved by TSO in advance)
- Use of TSO logo in corporate advertising and promotions with prior TSO approval and according to TSO logo specifications
- Involvement of company personnel in volunteer opportunities at State Finals



State Finals Silver Sponsor's Contribution:

\$2,000

General Sponsorship Benefits

- Designation as a “Silver State Finals Sponsor” of the Tennessee Senior Olympics
- Company logo inclusion on TSO website (with link to sponsor website)
- Sponsor recognition in State Finals program

Onsite Exposure

- Sponsor recognition on Friends of Tennessee Senior Olympics banner at State Finals registration headquarters
- Sponsorship of one venue at State Finals (venue to be approved by TSO in advance), to include:
 - One (1) 10’x10’ booth/tent space at venue (booth/tent to be provided by sponsor)
 - Two (2) 3’x8’ banners as part of booth/tent setup
 - Sponsor recognition in State Finals opening ceremony PowerPoint presentation
 - Opportunity to purchase tickets to the State Finals opening ceremony at discounted rate

Print Benefits

- One (1) one-third (1/3)-page advertisement in the State Finals program (per TSO specifications)

Additional Benefits

- Opportunity to include one (1) coupon, flyer or piece of literature in athletes’ hospitality bags (to be approved by TSO in advance)
- Use of TSO logo in corporate advertising and promotions with prior TSO approval and according to TSO logo specifications
- Involvement of company personnel in volunteer opportunities at State Finals



State Finals Bronze Sponsor's Contribution:

\$1000

General Sponsorship Benefits

- Designation as a "Bronze State Finals Sponsor" of the Tennessee Senior Olympics
- Sponsor recognition in State Finals program

Onsite Exposure

- Sponsor recognition on Friends of Tennessee Senior Olympics banner at State Finals registration headquarters
- Sponsor recognition in State Finals opening ceremony Power Point presentation

Print Benefits

- One (1) one-third (1/3)-page advertisement in the State Finals program (per TSO specifications)

Additional Benefits

- Opportunity to include one (1) coupon, flyer or piece of literature in State Finals registration area (to be approved by TSO in advance)
- Use of TSO logo in corporate advertising and promotions with prior TSO approval and according to TSO logo specifications
- Involvement of company personnel in volunteer opportunities at State Finals

State Finals Program Sponsor:

\$500

Special opportunities:

- One (1) one-third (1/3)-page advertisement in the State Finals program (per TSO specifications)
- Opportunity to include one (1) coupon, flyer or piece of literature in State Finals registration area (to be approved by TSO in advance)
- Involvement of company personnel in volunteer opportunities at State Finals

Other Sponsorship Opportunities

Please contact us for more details:

- District Sponsor (sponsor one of the 10 districts)
- Media Sponsor (sponsorship in exchange for newspaper or television advertising)
- Official Supplier - Sponsorship in exchange for items needed (i.e. sports equipment, office supplies, cellular service/phones, water/sports drinks). Please see next page for a more detailed list.

In Kind Sponsorship Opportunities

These items are needed in order for us to conduct a successful event. We would love to barter with you. If you have the ability to provide these items we will exchange the value for the appropriate sponsor level. Please ask us for details.

Printing

- Entry forms
- Newsletters
- Postcards

Water 3,000-5,000 bottles

T-shirts

- 2,000-2,400 athlete T-shirts
- 500 volunteer T-shirts

Polo Shirts

- 100 polo shirts for staff

Medals 3,000 medals for athletes

Sports Equipment

- Softballs
- Tennis balls
- Racquetballs
- Volleyballs
- Basketballs
- Badminton shuttlecocks
- Table tennis balls
- Track and field equipment
- Pop-up tents

Copier

Copier needed during event with wireless printing capability

Office Supplies

Volunteer Food (feel free to cover one day or multiple days)

- 100 meals needed on set-up day
- 25-80 lunches per day during event (depends on day)
- 30 meals needed for staff training
- 30 meals needed for board of directors meeting
- 50-75 gift cards needed after event for thank yous
- Gift cards needed during event for staff meals
- 600 soft drinks needed for lunches and meetings

Cell Phones

5 cell phones for 10 days

Party

- Sponsor needed for 500 person party
- Meals
- Facility rental
- DJ
- Decorations



Tennessee Senior Olympics
512 Schooner Cove
Hermitage, TN 37076

Phone/Fax (615) 200-8760
www.tnseniorolympics.com