



SPONSORSHIP PACKET

JANUARY 16 - 23, 2022



SPONSORS NEEDED

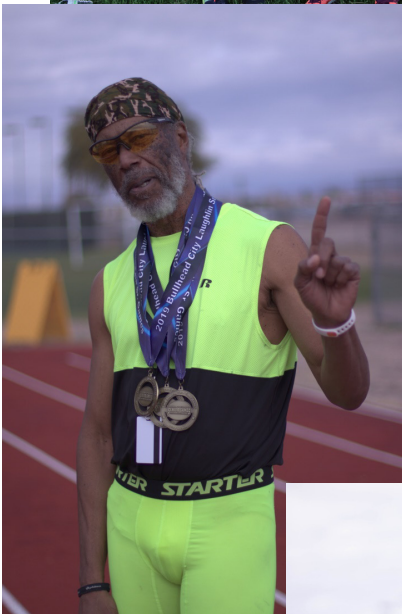
Bullhead City/Laughlin Senior Games will be held January 16-23, 2022. The Games host 15 different sporting tournaments. The sports offered this year include basketball, bowling, cornhole, golfing, horseshoes, pickleball, powerlifting, softball, swimming, table tennis, volleyball, track and field, 5K road race and powerwalking.

The 2020 Games saw a 60% increase in athletes with over 1,600 participating in 15 sporting events. Bullhead City/Laughlin Senior Games goal is to maintain it's growth momentum and utilize they strategic partners to hit 2500 athletes in 2025.

Bullhead City/Laughlin Senior Games gives back to the community through its valued non-profit partners. The Games have worked with Boys & Girls Club of the Colorado River, Mohave High School Swim Team, Mohave High School Track & Field Club and We Care Cancer.

Please take a moment to review our Senior Games sponsor packet and see how you can help support this tremendous event and promote a healthy and active lifestyles to our senior community.





GOING FOR GOLD

SPORT SPONSORSHIPS



Special Sport Sponsorships: Package include your business logo on your chosen sport flyer, seniorgames.co website and on facebook. The sponsor can provide handouts, giveaways or raffle items for the event site and/or participant mixer. Limit one per sport.

Basketball	\$100
Bowling	\$100
Pickleball	\$350
Swimming	\$100
Table Tennis	\$100
Softball	\$500
Track & Field	\$250
Horseshoes	\$100
Cornhole	\$150
Golf	\$100
Powerlift & Weightlifting	\$100
5K Road Race & Powerwalking	\$100

GOING FOR GOLD

EVENT SPONSORSHIPS

Sponsorship includes the following	GOLD	SILVER	BRONZE	FRIEND
Sponsor Investment	\$5,000	\$2,500	\$1,000	\$500
2022 Senior Games Program Advertising (Gold = Full page Premium location, plus, 4 fingertip ads, Silver = Full page, Bronze=Half page, Friend= Quarter page)	X	X	X	X
Senior Games Facebook Advertising on the following pages: Senior Games page, Bullhead City Parks & Recreation page and Bullhead City Laughlin Events page. (Gold = 2 dedicated posts and 4 logo posts, Silver= 1 dedicated post and 2 logo posts, Bronze= 2 logo posts and Friend = 1 logo post)	X	X	X	X
Business logos on flyers and handouts. Size and location determined by the level of your sponsorship.	X	X	X	X
Your business will be mentioned in 2022 Senior Games press releases by the level of your sponsorship.	X	X	X	X
Business logo on seniorgames.co. Size and location determined by the level of your sponsorship.	X	X	X	X
Event Site Banner(s). Gold = 4 banners locations at Rotary Park main site and Suddenlink Community Center, Silver = 2 banner locations at Rotary Park main site and Suddenlink Community Center, Bronze= 1 banner locations at either Rotary Park or Suddenlink Community Center.	X	X	X	
2022 Senior Games Results Book Advertising (Gold = Full page Premium location, Silver = Half Page, and Bronze=Quarter Page)	X	X	X	
10x10 booth at event site. (optional)	X	X		
Athlete SWAG Bag insert. Gold = up to four items, Silver= one item.	X	X		
Electronic Billboard Advertising. (Gold= dedicated slide and Silver is listed with all Silver Sponsors)	X	X		
Business mentions during event.	X			
Assist with medal presentations. (optional)	X			
(4) 2022 Senior Games Athlete Mixer tickets.	X			
Business logo on live Facebook/You-Tube feed.	X			
Business logo on 2022 Senior Games t-shirt.	X			
E-Blast to participants. Dedicated message with a logo on an E-Blast newsletter to 2022 Senior Games participants.	X			
Receive a 2022 Senior Games Sponsor Gold Medal Package.	X			



2022 SPONSORSHIP ORDER FORM

Business Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone Number _____ Fax Number _____

Email _____

Website _____

Social Media _____

CIRCLE ALL THAT APPLY

Level Requested GOLD SILVER BRONZE FRIEND

Sport Sponsorships BOWLING PICKLEBALL SWIM TABLETENNIS SOFTBALL
TRACK & FIELD HORSESHOES CORNHOLE GOLF POWERLIFT 5K/POWERWALK
BASKETBALL

Other _____

Total \$ _____

Signature _____ Date _____

PLEASE COMPLETE THIS FORM AND MAIL IT TO :
CITY OF BULLHEAD, ATTEN JACKIE JENSEN , 2355 TRANE RD, BULLHEAD CITY, AZ 86442
OR FAX (928)763-0131 OR EMAIL JJENSEN@BULLHEADCITYAZ.GOV



Those interested in attending, competing, and/or volunteering should visit the Bullhead City/Laughlin Senior Games website at seniorgames.co or contact recreation staff at (855) 924 -6882.

Sponsorships and advertising opportunities are available for the Senior Games, including event programs, website, social media, banners and other corporate sponsorship packages.

There are also vendor opportunities available during the event. Anyone interested in these opportunities should contact

Jackie Jensen, Sponsorship Coordinator

2355 Trane Road, Bullhead City, Arizona, 86442

(928) 763-9400 ext. 8246 or by email at jjensen@bullheadcityaz.gov