# BULLHEAD CITY/LAUGHLIN SENIOR GAMES

www.seniorgames.co

JANUARY 12 - 19, 2020

**ALL MEN & WOMEN 50 YEARS OF AGE OR BETTER WELCOME!**

## Sponsors Needed

Bullhead City/Laughlin Senior Games will be held January 12-19, 2020 throughout the two sister communities. The Games host 15 different sporting tournaments in both Arizona and Nevada. 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 new this year powerwalking.

The 2019 Games saw a 19% increase in athletes with over 1,100 participating in 13 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 2020.

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. Non-profit sport tournament partners are always welcome.

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.

TWO STATES, TWO TIME ZONES, ONE GOLD MEDAL !

BULLHEAD CITY/LAUGHLIN SENIOR GAMES
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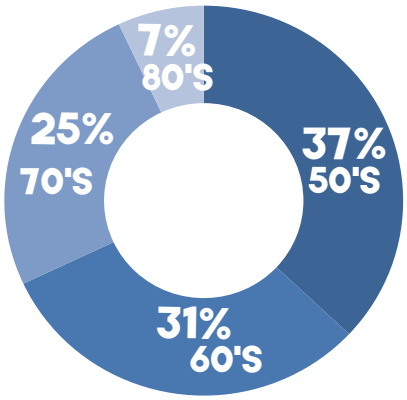
# 2019 PARTICIPANT SNAP SHOT

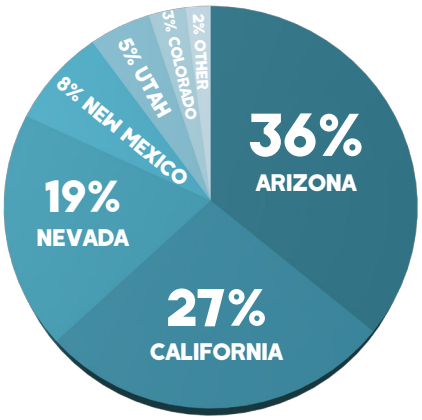
## GENDER

90% 10%

## AGE




## GEOGRAPHIC




82% VISITORS / 18% LOCALS

## TOP CITIES - BY STATE

**ARIZONA**
PHOENIX AREA
SUN CITY
BULLHEAD CITY
YUMA
PRESCOTT

**NEVADA**
LAS VEGAS
HENDERSON
PAHRUMP
LAUGHLIN
MESQUITE

**CALIFORNIA**
RIVERSIDE
HIGHLAND
SAN DIEGO
ONTARIO
FRESNO

## TOP SPORTS

SOFTBALL
PICKLEBALL
CORNHOLE
BOWLING
HORSESHOES

BULLHEAD CITY

Jackie Walker,
Sponsorship Coordinator
City of Bullhead City
(928)763-9400 ext 246 or
jwalker@bullheadcity.com

# Individual Sport Sponsorship Packages

Sport sponsors host a reception table at their sponsored event and offer the particpating athletes light refreshments.

**Bowling** **Sunday, January 12, 2020** **$100**

SOLD

- Logo on all Bowling flyers and forms
- Exhibit table and signage at event site (Riverside Bowling Lanes)
- Sponsor provides fruit and/or snack with bottled water for particpating athletes
- Assist in medal presentation

**Pickleball** **Monday, January 13 - Wednesday, January 15, 2020** **$350**

SOLD

- Logo on all Pickleball flyers and forms
- Exhibit table and signage at event site (Rotary Park)
- Provide fruit and snack for approximately 400 people
- Assist in medal presentation

**Swimming** **Monday, January 13, 2020** **$100**

SOLD

- Logo on all Swim flyers and forms
- Exhibit table and signage at event site (Bullhead City Civic Pool)
- Sponsor provides fruit and/or snack with bottled water for particpating athletes
- Assist in medal presentation

**Table Tennis** **Monday, January 13, 2020** **$100**

SOLD

- Logo on all Table Tennis flyers and forms
- Exhibit table and signage at event site (Suddenlink Community Center)
- Sponsor provides fruit and/or snack with bottled water for particpating athletes
- Assist in medal presentation

**Softball** **Tuesday, January 14 - Sunday, January 19, 2020** **$500**

SOLD

- Logo on all Softball flyers and forms
- Logo on Softball T-shirts
- Exhibit table and signage at event site (Rotary Park)
- Sponsor provides fruit and/or snack with bottled water for particpating athletes
- Assist in medal presentation

**Track & Field** **Tuesday, January 14 - Wednesday, January 15, 2020** **$100**

SOLD

- Logo on all Track & Field flyers and forms
- Exhibit table and signage at event site (Mohave High School)
- Sponsor provides fruit and/or snack with bottled water for particpating athletes
- Assist in medal presentation

# Individual Sport Sponsorship Packages

**Horseshoes** **Thursday, January 16, 2020** **$100**

SOLD

- Logo on all Horseshoes flyers and forms
- Exhibit table and signage at event site (Ken Fovargue Park)
- Sponsor provides fruit and/or snack with bottled water for particpating athletes
- Assist in medal presentation

**Cornhole** **Saturday, January 18, 2020** **$100**

SOLD

- Logo on all Cornhole flyers and forms
- Exhibit table and signage at event site (Rotary Park/Open Host/Sponsor Location)
- Sponsor provides fruit and/or snack with bottled water for particpating athletes
- Assist in medal presentation

**Golf** **Friday, January 17, 2020** **$100**

SOLD

- Logo on all Golf flyers and forms
- Exhibit table and signage at event site (Laughlin Ranch)
- Sponsor provides fruit and/or snack with bottled water for particpating athletes
- Assist in medal presentation

**Powerlift** **Friday, January 17, 2020** **$100**

SOLD

- Logo on all Powerlift flyers and forms
- Exhibit table and signage at event site (Bullhead Health Club)
- Sponsor provides fruit and/or snack with bottled water for particpating athletes
- Assist in medal presentation

**5K Road Race / Powerwalking Saturday, January 18, 2020** **$100**

SOLD

- Logo on all 5K Road Race flyers and forms
- Exhibit table and signage at event site (Rotary Park)
- Sponsor provides fruit and/or snack with bottled water for particpating athletes
- Assist in medal presentation

**Basketball** **Friday, January 17, 2020** **$100**

SOLD

- Logo on all Basketball Skills flyers and forms
- Exhibit table and signage at event site (Boys & Girls Club Gym)
- Sponsor provides fruit and/or snack with bottled water for particpating athletes
- Assist in medal presentation

# 2020 Sponsorship Packages

## GOLD

Your business logo on all event advertising PRIME LOCATION including television, flyers, posters, social media, website and e-blasts. Listed as presenting sponsor in press releases and radio spots.

Full page ad in the 2020 Senior Games event program
PRIME LOCATION (Back cover, Inside cover or Page 3). Plus, four fingertip banner ads.

Full page ad in the 2020 Senior Games Results Booklet
PRIME LOCATION (Back cover, Inside cover or Page 3).

Your business logo will appear a minimum of 4 times during the main event You-Tube video.

Your business logo with a link to your website will be included on the event website homepage and posted up to 4 times on the event Facebook page

4 banner locations at each approved event site

Your business logo on on-site welcome/registration directional sandwich boards PRIME LOCATION

10x10 booth location at the event of your choice (optional)

Your business logo on athlete event tote bag- PRIME LOCATION

Your business logo on athlete event t-shirt- PRIME LOCATION

Up to four insert items into the athletes swag bags

Athlete of the Week Sponsor 4x

$5000

## SILVER

Your business logo on event advertising including television, flyers, posters, social media, website and e-blasts. Listed as silver sponsor in press releases and radio spots.

Full page ad in the 2020 Senior Games event program
Plus, two fingertip banner ads.

Full page ad in the 2020 Senior Games Results Booklet
PRIME LOCATION (Back cover, Inside cover or Page 3).

Your business logo will appear a minimum of 2 times during the main event You-Tube video

Your business logo with a link to your website will be included on the event website and posted up to 2 times on the event Facebook page

Your business logo on on-site welcome/registration directional sandwich boards PRIME LOCATION

Your business logo on athlete event t-shirt

Up to two insert items into the athletes swag bags

Athlete of the Week Sponsor 2x

$2500

## BRONZE

Your business logo on event advertising including flyers, posters, social media and website. Listed as bronze sponsor in press releases.

Half page ad in the 2020 Senior Games event program

Your business logo will appear a minimum of 1 time during the main event You-Tube video

Half page ad in the 2020 Senior Games Results Booklet
PRIME LOCATION (Back cover, Inside cover or Page 3).

Your business logo with a link to your website will be included on the event website and posted up to 1 time on the event Facebook page

Up to two insert items into the athletes swag bags

$1500

PLEASE REMIT PAYMENT TO : CITY OF BULLHEAD, ATTEN JACKIE WALKER , 2355 TRANE RD, BULLHEAD CITY, AZ 86442

BULLHEAD CITY/LAUGHLIN SENIOR GAMES
www.seniorgames.co

# 2020 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

Sport Sponsorships BOWLING PICKLEBALL SWIM TABLE TENNIS 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 WALKER , 2355 TRANE RD, BULLHEAD CITY, AZ 86442
OR FAX (928)763-0131 OR EMAIL JWALKER@BULLHEADCITY.COM

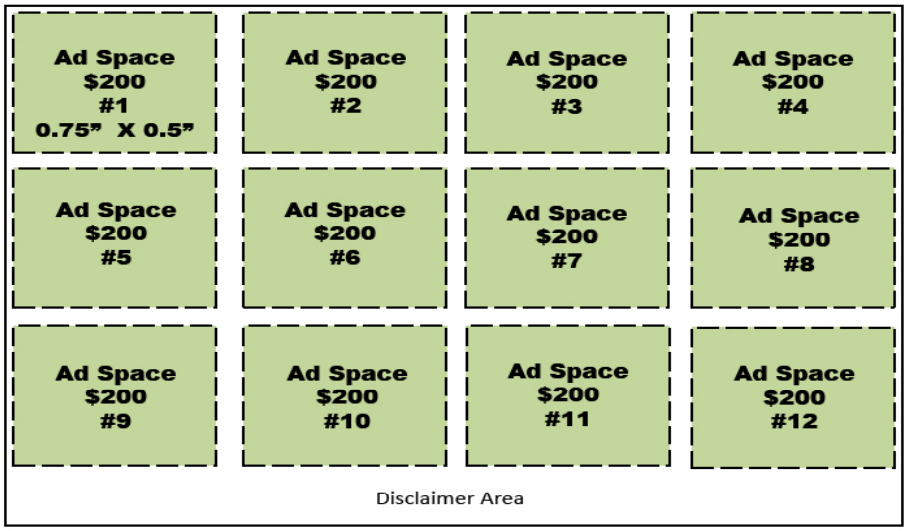
# Special Offers!

Interested in promoting your business or service to our Senior Games Athletes? Check out these great options.

## Senior Games ID Card / Discount Card -

**SPECIAL LIMITED OFFER * 50% OFF IF YOU RESERVE YOUR SPACE BEFORE DECEMBER 23, 2019!**

Get your $100 (regularly $200) ad space on the back of the 2020 Senior Games ID Cards. Space is limited and is sold on a first come, first serve basis. Reserve your space today!




## Swag Bag Inserts

**The first 1000 Senior Games athlete will receive a FREE 2020 Bullhead City/ Laughlin Senior Games swag bag fill with goodies. Would you like to add something to the swag bag?**

**Quantity: 1000**

**Due Date: December 13, 2019**

**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, discount card, results books, 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 Walker, Sponsorship Coordinator
2355 Trane Road, Bullhead City, Arizona, 86442
(928) 763-9400 ext. 246 or by email at jwalker@bullheadcity.com.