

**GOING FOR  
GOLD**



**SAVE THE DATE**  
**JAN 14-21, 2024**

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

*Sponsorship Packet*



# SPONSORS NEEDED

Bullhead City/Laughlin Senior Games will be held January 14-21, 2024. The Games will host 14 different sporting tournaments. The sports offered this year include basketball, bowling, cornhole, golfing, horseshoes, pickleball, Olympic powerlifting, weightlifting softball, swimming, table tennis, track and field, 5K road race, and power walking.

The 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.

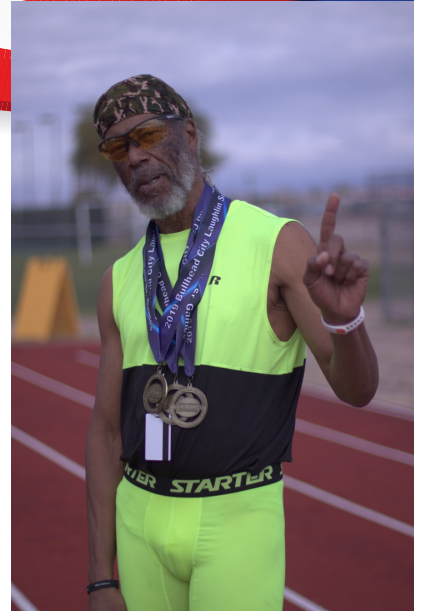
Bullhead City/Laughlin Senior Games gives back to the community through its valued non-profit partners. The Games have worked with Boys & Girls Club of the Colorado River, Mohave High School Swim Team, Mohave High School Track & Field Club and We Care Cancer.

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.





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# SPORT SPONSORS

## 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 sponsors two per sport (non-competes only)

<b>Basketball</b>	<b>\$500</b>
<b>Bowling</b>	<b>\$500</b>
<b>Pickleball</b>	<b>\$500</b>
<b>Swimming</b>	<b>\$500</b>
<b>Table Tennis</b>	<b>\$500</b>
<b>Softball</b>	<b>\$500</b>
<b>Track &amp; Field</b>	<b>\$500</b>
<b>Horseshoes</b>	<b>\$500</b>
<b>Cornhole</b>	<b>\$500</b>
<b>Golf</b>	<b>\$500</b>
<b>Power/Weightlift</b>	<b>\$500</b>
<b>5K Road Race /10K Race</b>	<b>\$500</b>
<b>Powerwalking</b>	<b>\$500</b>
<b>Kayak Race</b>	<b>\$500</b>
<b>Trap &amp; Skeet Shooting</b>	<b>\$500</b>

# 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 2024 Senior Games event program PRIME LOCATION (Back cover, Inside cover or Page 3). Plus, four fingertip banner ads.

Full page ad in the 2024 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 four events 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**  
limit one



# SILVER

Your business logo on event advertising 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 2024 Senior Games event program

Half page ad in the 2024 Senior Games Results Booklet

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

Up to two insert items into the athletes swag bags

Athlete of the Week Sponsor 2x

Your business logo on athlete event t-shirt

**\$2500**  
limit two

# BRONZE

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

Half page ad in the 2024 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 2024 Senior Games Results Booklet PRIME LOCATION

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

Your business logo on athlete event t-shirt

**\$1250**  
limit four



## 2024 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   TABLE TENNIS   SOFTBALL

TRACK & FIELD   HORSESHOES   CORNHOLE   GOLF   POWERLIFT   5K ROAD RACE

POWERWALK   BASKETBALL   WEIGHTLIFT   KAYAK RACE   TRAP & SKEET

Other \_\_\_\_\_

Total \$ \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

PLEASE COMPLETE THIS FORM AND MAIL IT TO :  
CITY OF BULLHEAD, ATTN 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](http://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](mailto:jjensen@bullheadcityaz.gov)**