Indiana State Games
Fit and 50

2020 Sponsorship & Donor Guide

Set examples for my children & grandchildren
Camaraderie
Life goals
Get off the couch
Community

Glory Days

Stay in shape
Smile
Lose Weight
Get Healthy
Socialization
WIN

Family Fun

Participant words to live by
# Annual Information

## Two locations
Evansville & Indianapolis

### Evansville, IN
May 28 - June 5, 2020

- Badminton
- Bowling
- Cornhole
- Cycling
- Disc Golf
- Pickleball
- Power Walking
- Race Walk

- Recreational Events including:
  - Bocce Ball
  - Basketball Shoot
  - Cross County
  - Darts
  - Fun Walk
  - Horseshoes
  - Recreation Day at the Park
  - Mini-Basketball
  - Softball Throw
  - Washers
  - 2 Mile Walk
  - Urban Hike

### Indianapolis, IN
June
- Archery
- Golf

- Other Dates
  - Feb
  - June
  - Aug
  - June/July

  - Other Opportunities
    - DanceSport
    - 5K Road Race
    - 10K Road Race
    - Triathlon

- Sept.
  - Basketball 3 on 3
  - Volleyball

## Other Opportunities

- Community Events*
  - Strength building: Trainings, Tai Chi, Yoga, Intergenerational Activities, Recreation Day at the Park, and more!
- Clubs & Clinics
- National Games
History
Indiana State Games (ISG) has been hosting senior games since 1986. Indiana State Games is a 501(C)3 non-profit organization. ISG is affiliated with the National Senior Games Association. Every other year is considered a qualifying year for our athletes.

ISG operates and continues to grow through the generosity of sponsors, local businesses, donations, and fundraisers. These funds not only support the games but also the clubs/clinics and quality programs which benefit and educate athletes at all levels of their sport. Indiana State Games offers the 50 plus population competitive sports and a network of people with the same ideals and lifestyle. ISG encourages active aging to ‘get people off the couch’ with the goal result to live a healthier more productive life while lowering the health care costs in the State of Indiana.

Mission
Indiana State Games mission is to provide older adults the opportunity to engage in competitive and recreational sporting events as well as enhance the quality of life through fellowship and socialization in a safe and enjoyable environment to gain, maintain, or enhance an active lifestyle.

National Participation
The Indiana State Games is the sole qualifying site for Hoosiers advancing to the National Senior Games. The National Senior Games are the largest multi-sport event in the world with over 13,000 athletes competing. The ISG 2020 intend to qualify 500+ athletes to advance to the 2021 Nationals.

Statewide Participation
Each hosting year, our participation numbers grow on average 20%. 250+ Volunteers and hundreds of spectators attend the games as well. Games are held in Evansville and Indianapolis.
Athlete Representation

Indiana Statistics

- 38% of Indiana residents are age 50 and over (2016 census)
- Average Age of Participant: 67
- Average 200 NEW participants each year
- Participants from 19 states and Canada
- 51 Indiana Counties represented

National Statistics

- Seniors control 75% of nation’s wealth
- 10,000 Baby Boomers turn 65 each day
- National Senior Games hosted 14,000 athletes in 2019
- Indiana intends to qualify 500+ athletes to National Senior Games in 2020
- Youngest athlete is 50 and oldest is 103

Highest participation:
Vanderburgh  Marion  Warrick  Hamilton

Note: Increments in years are uneven. Lighter bars indicate projections. Source: U.S. Census Bureau, Population Estimates and Projections.
# Sponsorship Options

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Event</th>
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<td>Logo on Athlete Shirts</td>
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<td>Exhibit Table at Recreation Day</td>
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<td>Recognition/Acknowledgement at Celebration of Athlete Dinner</td>
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<tr>
<td>Advertisement in Program</td>
<td>Full Page</td>
<td>1/2 Page</td>
<td>1/3 Page</td>
<td>1/4 Page</td>
<td>Bus Card</td>
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<tr>
<td>Advertisement in Results Book</td>
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<td>1/3 Page</td>
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## On-Site Activation

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<td>Promotion opportunity at high volume participant locations*</td>
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<td>Speaking Opportunity at Celebration of Athlete Dinner</td>
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<td>Signage/Exhibit Table on-site at events</td>
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<td>10</td>
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## Additional Opportunities

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<td>Logo on Billboard**</td>
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<td>Acknowledgement with Media</td>
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Celebration of Athletes Dinner
- Tropicana Evansville 200+ Attend
  ♦ Presenting Dinner Sponsor - $1,000
  - Speaking Opportunity
  - Dinner Sponsor
  - Full page advertisement in program
  - Exhibit Table
  - Signage at event
  ♦ Exhibit Table at event - $300
$300 Includes Recreation Day at the park Exhibit Table

Pickleball Official Sponsor
♦ Sponsor - $1,000
  - Official presenting sponsor
  - Opportunity to provide lunch to athletes
  - Exhibit table onsite
  - Signage at event
  - Speaking opportunity each day
  - Logo on all flyers and athlete communication emails

Team Sports Sponsor—Indianapolis Events—Basketball/Volleyball
♦ Court Sponsor - $1000
  - Exhibit table at event
  - Signage at event
  - Speaking opportunity each day
  - Option of your logo on the backdrop for medals
  - Sponsor recognized as providing food at event
♦ Net/Game Ball Sponsor - $500
  - Exhibit table outside of gym
  - Signage at event
♦ Both Sponsor Options include:
  - Official presenting sponsor
  - Opportunity to provide water and snacks to athletes
  - Logo on all flyers and athlete communication emails
Additional Sponsorship Opportunities

Golf Sponsor—Indianapolis Event
♦ Lunch Sponsor - $500
♦ Hole Sponsor - $100 (This is an AD ON Option in addition to any sponsor package)
  - Yard Sign with Sponsor Logo at Event

Other Sports/Event Sponsor
- Various levels available ranging from $100 - $500
  ♦ Exhibit table at event
  ♦ Banners/Signage (provided by company)
  ♦ Recognition during specific event
  ♦ Photo/Speaking Opportunities
  ♦ Logo on flyers & event advertisements

Volunteer “T-SHIRT” Sponsor
♦ Volunteer Shirt Sponsor - $1500 BRAND YOUR BUSINESS!
  - ONLY Your business logo on Volunteer Shirt  -250+ Volunteer Shirts worn all year at events

EXHIBIT TABLE
Recreation Day at the Park
♦ $300 Includes table at COA Dinner
♦ Recreation Day at the Park is a community event. Participants are encouraged to bring family/grandchildren/friends to this event with Lunch included.
♦ Last Friday of Games—June 5, 2020

ITEMS IN WELCOME BAGS
♦ Small Business Option - $150
  - place branded item in all goody bags

IN-KIND DONATIONS
♦ Door Prize Items/Gift Cards
♦ Bottled water/Gatorade/Snack items
♦ Sporting Equipment for event

AD IN 2020 PROGRAM

<table>
<thead>
<tr>
<th>AD SIZE</th>
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<tr>
<td>1/8 page</td>
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<td>1/2 page</td>
<td>$200</td>
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<tr>
<td>Full page</td>
<td>$300</td>
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*1000+ programs printed

Customize your Sponsor Packet
For more information:
www.IndianaStateGames.org
Facebook: Indiana State Games

Please contact Holly Schneider
812-483-7948
Holly@indianastategames.org
8 Reasons to Support the ISG

1. Nationally Recognized
   The Indiana State Games is the largest event of its kind in the state of Indiana and The National Senior Games is the largest multi-sports seniors event in the world with over 13,000 athletes competing. Indiana State Games is the only qualifying site for the state of Indiana.

2. Statewide Participation
   About 1,000 active seniors participate in the ISG with representation from 51 counties in the state of Indiana averaging 200 new participants each year.

3. National Participation
   ISG is the only qualifying site in Indiana for Hoosiers to advance to the National Senior Games, where they have a long history of producing national championship teams and individuals.

4. Baby Boomers
   The ISG is open to those age 50 and above. A Baby Boomer turns 50 every eight seconds, and 10,000 per day turn 65 bringing a desired demographic to the games, as well as a direct marketing audience.

5. Marketplace
   Seniors control 75 percent of the nation’s wealth, making them a dominant force in high-end retail, health and insurance industries, plus financial, estate and retirement services, tourism, fitness and more.

6. Target Audience
   With 85 percent living on their own and self-supporting, seniors need information on products and services that will maintain and/or improve their quality of life.

7. Supporting Attendees
   Hundreds of friends and family members attend the Indiana Games to support the athletes. Each event is a great show of sportsmanship, camaraderie and fellowship.

8. Volunteer Opportunities
   Sponsor an event by having your company or organization volunteer to help run the logistics of an event (Tennis, Table Tennis, Basketball, etc.). Or, encourage employees to donate a few hours by helping out with various duties during the competitions.