



Tennessee
Senior Olympics

Presenting Sponsor



of Tennessee

SPONSOR PACKET

The Tennessee Senior Olympics: An Overview



The Tennessee Senior Olympics, a vibrant 501c3 organization established in 1981, offers sporting events for those 50+.

We seek partners to not only further our mission to promote health and wellness for individuals from 50 to 100, but to also sincerely highlight and promote your products and services.

Your company is provided with an enormous sponsorship opportunity in reaching this 50+ extremely active and loyal demographic as we **typically host 1,700- 2,000** athletes, family members, officials, and volunteers at our annual state finals. **In addition**, more than **3,000 athletes** participate each fall over all the state in ten district events.

With a proven track record of stability and growth for over 40 years, we have enjoyed deep and healthy relationships in every community in which we have been active.

Our hope is that your business might consider partnering with us to experience the following:

- ☐ **Enlarge** your **customer base**.
- ☐ **Increase visibility** and **loyalty** for your brand.
- ☐ **Enjoy** the **credibility** that will follow by partnering with a **40+ year-old nonprofit** with a **solid cause**.
- ☐ **Target** this loyal, active **50+ demographic** with a **healthy disposable income**.
- ☐ **Relish** being part of a **large community event** that **connects** the mayor and additional governmental entities, venues, other sponsors, and a multitude of volunteers.
- ☐ **Delight** in the fact that your **contribution will change lives** as you hear athlete testimonials, with studies backing up **decreases in cardiovascular disease, diabetes, weakness, and falls**. In addition to the physical benefits gained, the opportunity for **connection and socialization** cannot be overemphasized as the **formation of lifelong friendships** emerges as a key reason for participation.

Official Sports

Archery · Badminton · Basketball (3 on 3) · Basketball Skill Events · Bowling · Corn Hole · Cycling · Disc Golf · Field Events · Golf · Pickleball · Racquetball · Road Races · Shuffleboard · Softball · Swimming · Table Tennis · Tennis · Track Events · Race Walk · Power Walk · Volleyball

State Finals Locations

Williamson County- most sports (#1 per capita income in TN)
Pickleball - Chattanooga
Cycling - Knoxville

District Locations

Chattanooga · Cleveland · Crossville · Franklin · Gatlinburg · Jackson · Johnson City · Lawrenceburg · Martin · Memphis

For More Information

www.tnseniorolympics.com. info@tnseniorolympics.com. 615-200-8760.

Statewide Diamond Sponsor's Contribution:

\$25,000

Designation as the “Statewide Diamond Sponsor” of the Tennessee Senior Olympics. Includes sponsorship of state finals, the pickleball championship, and ALL ten districts.

Logo/Branding

- ☐ Exclusivity in product category. First right of refusal to renew in product category for following year.
- ☐ Logo placement on all state finals athlete, volunteer and staff shirts.
- ☐ Logo placement on all district athlete shirts.
- ☐ Logo recognition on all printed and digital materials regarding **state finals and districts** (State Finals program, e-mail blasts, brochures, posters, postcards, entry forms and other related materials).
- ☐ Logo placement on homepage and sponsor page of TSO website with link to your company website and social media..
- ☐ Logo placement on all district pages of TSO website with link to your company website.

Promotion/Advertising

- ☐ Digital ads may be placed in e-mail blasts with the potential to reach 11,000 people (6 times/year).
- ☐ Opportunity to send communications/articles to TSO database through the TSO (potential to reach 11,000 people).
- ☐ Two full page digital ads in the athlete program.
- ☐ Social media posts regarding your sponsorship (6).
- ☐ Use of TSO logo in advertising/promotion with prior TSO approval.
- ☐ Logo and link in thank you e-mail and social media post.

Onsite Exposure

- ☐ Table/booth space at registration headquarters and **any state finals or district** venue desired.
- ☐ Banner placement at registration headquarters and **any state finals or district** venue desired (banners provided by company).
- ☐ Opportunity to place samples/ads/educational literature in athlete bags.

Additional Opportunities

- ☐ Opportunity to host special events.
- ☐ Opportunity to present awards to athletes.
- ☐ Verbal recognition at athlete party/reception and hall of fame ceremony.
- ☐ Complimentary athlete registration (6 people).
- ☐ Complimentary tickets to athlete party/reception and hall of fame ceremony (6).



State Finals Platinum Sponsor's Contribution: \$10,000

Designation as a “Platinum State Finals Sponsor” of the Tennessee Senior Olympics.

Logo/Branding

- ☐ Logo placement on all state finals athlete, volunteer and staff shirts.
- ☐ Logo recognition on all printed and digital materials (State Finals program, e-mail blasts, brochures, posters, postcards, entry forms and other related materials).
- ☐ Logo recognition on TSO homepage and sponsor page with link to your company website and social media page.

Promotion/Advertising

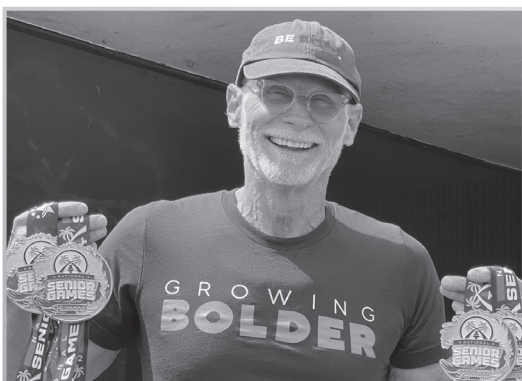
- ☐ Digital ads may be placed in e-mail blasts with the potential to reach 11,000 people (4 times/year).
- ☐ Opportunity to send communications/articles to TSO database through the TSO (potential to reach 11,000 people).
- ☐ Two full page ads in the athlete program.
- ☐ Social media posts regarding your sponsorship (4).
- ☐ Use of TSO logo in advertising/promotion with prior TSO approval.
- ☐ Logo and link in thank you e-mail and social media post.

Onsite Exposure

- ☐ Table/booth space at registration headquarters and any venue desired.
- ☐ Banner placement at registration headquarters and any venue desired (banners provided by company).
- ☐ Opportunity to place samples/ads/educational literature in athlete bags.

Additional Opportunities

- ☐ Opportunity to host special events.
- ☐ Opportunity to present awards to athletes.
- ☐ Verbal recognition at athlete party/reception and hall of fame ceremony.
- ☐ Complimentary athlete registration (4 people).
- ☐ Complimentary tickets to athlete party/reception and hall of fame ceremony (4).



State Finals Gold Sponsor's Contribution: \$5,000

Designation as a “Gold State Finals Sponsor” of the Tennessee Senior Olympics.

Logo/Branding

- ☐ Logo placement on all state finals volunteer and staff shirts.
- ☐ Logo recognition on state finals athlete e-mail blasts (4x) and digital program.
- ☐ Logo recognition on TSO homepage.
- ☐ Logo and link on our website sponsor page to your company website and social media.

Promotion/Advertising

- ☐ Digital ads may be placed in e-mail blasts with the potential to reach 11,000 people (3 times/year).
- ☐ Full page digital ad in the athlete program.
- ☐ Social media posts regarding your sponsorship (3).
- ☐ Use of TSO logo in advertising/promotion with prior TSO approval.
- ☐ Logo and link in thank you e-mail and social media post.

Onsite Exposure

- ☐ Table/booth space at two venues of choice.
- ☐ Banner placement at two venues of choice (banners provided by company).
- ☐ Opportunity to place samples/ads/educational literature in athlete bags.

Additional Opportunities

- ☐ Opportunity to present awards to athletes.
- ☐ Verbal recognition at athlete party and hall of fame ceremony.
- ☐ Complimentary athlete registration (2 people).
- ☐ Complimentary tickets to athlete party/reception and hall of fame ceremony (2).



State Finals Silver Sponsor's Contribution: \$2,500

Designation as a "Silver State Finals Sponsor" of the Tennessee Senior Olympics.

Logo/Branding

- ☐ Logo recognition on athlete e-newsletter.
- ☐ Name recognition on TSO website homepage.
- ☐ Logo and link on our website sponsor page to your company website and social media.
- ☐ Logo on 4 State Finals e-mail blasts.

Promotion/Advertising

- ☐ Digital ads may be placed in e-mail blasts with the potential to reach 11,000 people (1 time/year).
- ☐ Half page digital ad in the athlete newsletter and program.
- ☐ Social media posts regarding your sponsorship (2).
- ☐ Logo and link in thank you e-mail and social media post.

Onsite Exposure

- ☐ Table/booth space at one venue of choice.
- ☐ Banner placement at one venue of choice (banners provided by company).
- ☐ Half page digital ad in the athlete e-newsletter.
- ☐ Opportunity to place samples/ads/educational literature in athlete bags.

Additional Opportunities

- ☐ Complimentary athlete registration (1 person).
- ☐ Complimentary tickets to athlete party/reception and hall of fame ceremony (2).



State Finals Bronze Sponsor's Contribution: \$1000

Designation as a "Bronze State Finals Sponsor" of the Tennessee Senior Olympics.

- ☐ Half-page digital ad in the athlete program.
- ☐ Banner placement at one venue of choice (banners provided by company).
- ☐ Opportunity to place samples/ads/educational literature in athlete bags.
- ☐ Complimentary tickets to athlete party/reception and hall of fame ceremony (2).
- ☐ Logo and link in thank you e-mail and social media post.
- ☐ Logo and link on our website sponsor page to your company website and social media.
- ☐ Logo on 2 State Finals Blasts
- ☐ One digital ad with link to company website in email blast potential to reach 11,000 people.

State Finals Program Sponsor: \$500

Opportunity to Reach Athletes

- ☐ Name listed in the digital athlete program.
- ☐ Opportunity to place samples/ads/educational literature in athlete bags.
- ☐ Logo and link in thank you e-mail and social media post.
- ☐ One digital ad with link to company website in email blast (potential to reach 11,000 people.)
- ☐ Logo on 1 State Finals e-mail blast
- ☐ Complimentary tickets to athlete reception and hall of fame ceremony for 1 person

A la Carte Options: \$500

Choose only one:

- ☐ Sponsor logo and link on sponsor page of website.
- ☐ Placement of samples/literature at one sports venue.
- ☐ Vendor table at one sport venue (excluding pickleball).
- ☐ 2 banners at one sports venue.

Other Sponsorship Opportunities

Please contact us for additional details:

- ☐ Athlete party/reception sponsorship.
- ☐ District Sponsorship (pick one of the ten districts).
- ☐ Official Supplier- sponsorship in exchange for items needed.
Please see next page.

In Kind Sponsorship Opportunities

In order for us to conduct a successful event, the following items are needed. If your business has the ability to provide these items, it will be exchanged for the value of the appropriate sponsor level. Please ask us for details.

Athlete Shirts

1,800-2,400 shirts

Computer/Copiers

Copier needed during event with wireless printing capability
Laptops/ipads for results

Equipment

Basketballs
Badminton shuttlecocks
Cornhole bags
Pop-up tents
Racquetballs
Signage
Table Tennis balls
Tennis balls
Track and field equipment
Volleyballs

Hotels

Comp rooms needed to house out-of-town officials who donate time (100 room nights)

Medals

3,000 athlete medals

Office Supplies

Copy paper
2,000 large envelopes
Pencils, tape, markers, staplers etc.



Printing

Entry forms
Newsletters
Postcards
Athlete Program
Event paperwork

Water 5,000-8,000 bottles

Volunteer and Staff Shirts

500 volunteer shirts
150 staff shirts

Volunteer Food

Please feel free to cover one day or multiple days.
25 meals needed on set-up day one.
25 meals needed on set-up day two.
25-100 lunches per day during event (depends on day).
30 meals needed for staff training
50-100 gift cards needed (\$25) after event for a thank you to key volunteers.
Soft drinks/snacks needed for volunteers at headquarters.



For More Information

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Member of the National Senior Games Association

