



Tennessee
Senior Olympics
Pickleball Championship

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.

Pickleball is exploding nationwide and the TN Senior Olympics is no exception. With growth 60% over the past six years, the event is now a stand-alone five day event at a convention center. Take advantage of this unique opportunity!

Your company is provided with an enormous sponsorship opportunity in reaching this 50+ extremely active and loyal demographic as we **typically host 1,000+** athletes, family members, officials, and volunteers at our annual state finals pickleball championship.

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 non-profit** 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** community sponsors, organizers, and 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.

Pickleball Championship Location

Chattanooga Convention Center

For More Information

PO Box 681

Mt. Juliet, TN 37121

info@tnseniorolympics.com

(615) 200-8760

www.tnseniorolympics.com

Member of the National Senior Games Association



**Pickleball
Championship
Title
Sponsor's
Contribution:
\$15,000**

Designation as the “Statewide Title Sponsor” of the Tennessee Senior Olympics. Includes sponsorship of pickleball championship.

Logo/Branding

- ☐ Exclusivity in product category
- ☐ Logo on the back of all state finals AND pickleball athlete shirts
- ☐ Logo on the back of all pickleball athlete shirts

Promotion/Advertising

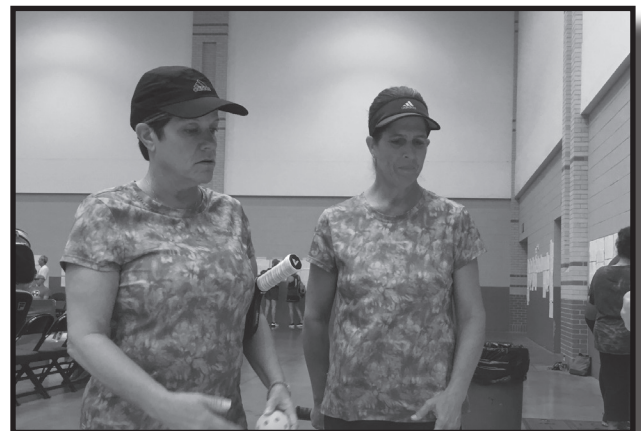
- ☐ Opportunity to send communications/articles to entire 11,000 athlete data base and/or pickleball database and a link to company website
- ☐ Opportunity to host special events
- ☐ Opportunity to present awards to athletes
- ☐ Use of TSO logo in advertising and promotion with prior TSO approval
- ☐ Verbal recognition during tournament announcements
- ☐ Digital Ad in our pickleball email blasts to players
- ☐ Social media posts regarding your sponsorship
- ☐ Branding/logo included on printed and electronic pickleball materials
- ☐ Branding/Banner Placement
- ☐ Branding/logo included on our website with link to your company website and social media

Onsite Exposure

- ☐ Booth space in convention center

Additional Opportunities

- ☐ Complimentary athlete registration
- ☐ Educational literature/ads/samples included in athlete bags.



**Pickleball
Championship
Gold
Sponsor's
Contribution:
\$10,000**



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

Logo/Branding

- ☐ Logo on the back of all pickleball athlete shirts
- ☐ Opportunity to send communications/articles to entire 11,000 athlete data base and/or pickleball database and a link to company website

Promotion/Advertising

- ☐ Opportunity to host special events
- ☐ Opportunity to present awards to athletes
- ☐ Use of TSO logo in advertising and promotion with prior TSO approval
- ☐ Verbal recognition during tournament announcements
- ☐ Digital Ad in our pickleball email blasts to players
- ☐ Social media posts regarding your sponsorship
- ☐ Branding/logo included on printed and electronic pickleball materials
- ☐ Branding/Banner Placement
- ☐ Branding/logo included on our website with link to your company website and social media

Onsite Exposure

- ☐ Booth space in convention center
- ☐ Complimentary athlete registration
- ☐ Educational literature/ads/samples included in athlete bags



**Pickleball
Championship
Silver
Sponsor's
Contribution:
\$5,000**

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

Logo/Branding

- ☐ Branding/logo included on printed and electronic pickleball materials
- ☐ Branding/Banner Placement
- ☐ Branding/logo included on our website with link to your company website and social media

Promotion/Advertising

- ☐ Digital Ad in our pickleball email blasts to players
- ☐ Social media posts regarding your sponsorship

Onsite Exposure

- ☐ Booth space in convention center
- ☐ Use of TSO logo in advertising and promotion with prior TSO approval
- ☐ Verbal recognition during tournament announcements

Additional Opportunities

- ☐ Opportunity to present awards to athletes
- ☐ Complimentary athlete registration
- ☐ Educational literature/ads/samples included in athlete bags



**Pickleball
Championship
Bronze
Sponsor's
Contribution:
\$1000**

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

- ☐ Branding/Banner Placement
- ☐ Branding/logo included on our website with link to your company website and social media
- ☐ Booth space in convention center
- ☐ Complimentary athlete registration
- ☐ Educational literature/ads/samples included in athlete bags

**Pickleball
Championship
Booth
Sponsor's
Contribution:
\$500-600**

Opportunity to Reach Athletes

- ☐ Opportunity to place samples/ads/educational literature in athlete bags
- ☐ Logo and link in thank you e-mail and social media post
- ☐ Opportunity to set-up a booth inside the exhibit hall where play is occurring prices vary according to location. Contact us for info

**Other
Sponsorship
Opportunities**

Please contact us for additional details:

- ☐ Athlete party/reception sponsorship
- ☐ Official Supplier- sponsorship in exchange for items needed (balls, tape, barriers, nets, shirts, volunteer food etc)







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