



## 2020 San Diego Senior Games

25+ Competitive Sports for Men and Women age 50+

Contact - Kirsten Cummings • [Kirsten@SDSeniorGames.org](mailto:Kirsten@SDSeniorGames.org)  
(858) 292-5812 • [www.sdseniorgames.org](http://www.sdseniorgames.org)  
POBox 600007, San Diego • CA 92160



# SPONSOR

INFORMATION

2020



## Connect with Active 50+ Men and Women

**"SPONSORSHIP OPPORTUNITIES"**

### Looking into Our Future

As we pass our 30 year mark, we are focusing this year as the beginning of the next 30 years. Our goal is to lay the foundation for a new home, new sports complex, and to continue to provide a place for all 50+ men and women. We believe in giving them an opportunity to compete, play and socialize with their friends.

### Our History

The concept of offering sports competition for 50+ men and women began in the late 1960's in California and across the United States. The first *National Senior Games Championship* was held in St. Louis, Missouri in 1987. They've been held every two years since in different cities coast to coast.

Sam Cohen, the Physical Education Director of the East County Jewish Community Center, organized the first *San Diego Senior Olympics* in 1988. That year, there were 143 athletes entered in nine different sports.

Today, thanks to the collective efforts of our amazing sponsors, partners, supporters, and volunteers, the *San Diego Senior Games* has grown to over 2,500 athletes competing in over 33 different Olympic-style events.

### Our Mission

The mission of the *San Diego Senior Games Association* (SDSGA) is to encourage adults, age 50 and over to carry on vigorous lives by developing and maintaining adequate personal physical fitness through regular participation in recreational activities, sports, physical fitness activities, and educational programs.





“FUN!”



## Year-Round Events

In addition to hosting the annual *San Diego Senior Games* in September, the *San Diego Senior Games Association* will continue its leadership role in 2020 by hosting year-round programs and events promoting a healthy lifestyle for all 50+ San Diegan's.

Sponsors are welcome to get involved with our sports clinics, fitness classes, social events, and tournaments by providing banners, handouts, or samples. You're also invited to set up a booth and come speak at one of our popular Healthy Luncheons held on the 2nd Friday of every month.

Our rookie programs are another great way to connect with 1,000's of active San Diegan's. Share your message through our innovative programs and community outreach focused on inspiring 50+ men and women to learn new sports and stay active for life.

## Bringing in New Sports

This year we will be bringing in new sports. Beach Volleyball will make it's debut, taking advantage of San Diego's world class bays and oceans. Other sports like Men's Softball, Billiards, and Badminton will be making a comeback.

Other possibilities will be Cycling and the Triathlon.



## ANNUAL AVERAGES

### 1500+ Athletes



#### AGES

• 50 - 59	488
• 60 - 69	676
• 70 - 79	254
• 80 - 89	71
• Over 90	11



#### GENDER

• Male	443
• Female	1057



#### STATE

• California	1292
• Arizona	56
• Nevada	33
• New Mexico	21
• Washington	13
• Other States	36

### Highlights:

- **34th Annual Opening Ceremony** - A huge success with past and present athletes in attendance.
- **Over 25 Million Views** - 85+ Splash Women's Basketball team had their ESPN video watched worldwide.
- **New World Record** - Set in the Discus by Ian Reed - age 90 years young.
- **Women's Soccer** - Introduced for the first time a 65+ and 70+ division.
- **SDSGA Proclamation** - We received a Proclamation from *San Diego Live Well*.
- **A Huge Thank You** - All our major sponsors continued their support!



## FUN FACTS:

- Over 75% of our volunteers are students or staff from local 55+ Communities.
- The San Diego's Splash women's 85+ basketball team became an international sensation with an ESPN video that had over 25 million views
- The *San Diego Senior Games* has nearly 100 participants over the age of 80.
- We host 25+ sports in 7 different age groups each year
- Several hundred more athletes are expected in 2020 as the *California Senior Games* we're hosting is also a qualifying event for the *2021 National Senior Games*.



## BIGGER & BETTER 2020:

- **Welcome** - Two new staff members and up to five new high caliber board members
- **Year Round** - We will be holding events every month, ranging from educational classes to sports classes and social outings
- **Reaching Out** - We received our Proclamation from *San Diego Living Well*. We are partnering with San Diego's best organizations to share our wealth of experience in healthy living.
- **Healthy Luncheon** - We are looking to expand our popular Healthy Luncheon attendance by inviting other senior based organizations to partner with us in holding this fabulous educational event
- **Promotion** - We continue to grow our audience in *Facebook Live* feeds, *Instagram* photos, *Twitter* announcements and social connections

# CORPORATE SPONSOR MATRIX

All Packages are Customized; View General Examples Below

	Platinum Sponsor	Gold Medal	Silver Medal	Bronze Medal	Sport Sponsor
One Year Price	\$50,000	\$35,000	\$20,000	\$10,000	\$3,500
Two Year Price	\$80,000	\$60,000	\$35,000	\$17,500	\$5,750
<b>Marketing/Business Opportunity Item</b>					
Exclusivity (not like business at any sponsor level)	X				
Presenting Sponsor - Major Event(s) and/or Award(s)	X	X			
Featured Sponsor - Major and/or Special Event(s)	X	X	X		
Newsletter(s) and /or Social Media Inclusion	X	X	X		
Sponsor Logo on All Games T-Shirts	X	X	X		
Year Round Logo on <i>SDSeniorGames.org</i> Home Page	X	X	X	X	
Ad in SDSGA Games Entry Book and/or Results Book	X	X	X	X	
Speaker/Vendor Table at SDSGA Healthy Luncheon(s)	X	X	X	X	
Year Round Use of <i>San Diego Senior Games</i> Logos	X	X	X	X	
Recognition as Sponsor at SDSGA Special Events	X	X	X	X	
Banner at Games and/or Special Events Venue(s)	X	X	X	X	X
Vendor Table at Games and/or Special Events Venue(s)	X	X	X	X	X
Admission and Recognition at Opening Ceremonies	X	X	X	X	X
Sponsor Logo on Games Printed Promo Materials	X	X	X	X	X
Year Round Logo and Link on SDSGA Website	X	X	X	X	X



**“SMILE!”**

*Doing Great Things in our Community*

*Give back to others, see the Rewards!*

**NEW FOR 2020! SAN DIEGO SENIOR GAMES DIRECTORY**

**SAN DIEGO**  
Senior Games  
**DIRECTORY**

Featuring 30+ Sports and  
Fitness Categories With Places to  
Learn, Play, and Improve  
Specifically for 50+ Men and Women

**2020 MAJOR EVENTS**



- California Championships
- Celebration of Athletes
- Senior Sports Day
- SDSGA Healthy Luncheon



**2020 AWARDS PRESENTATION**



**Sam Cohen Founder's Award**  
**Athlete of the Year**  
(Men's and Women's)

**Team of the Year**  
(Men's and Women's)

**Inspiration of the Year**  
**Volunteer of the Year**



**CURRENT SPONSORS**



Medicare Supplement Plans  
insured by **UnitedHealthcare**  
Insurance Company

The City of  
**SAN DIEGO**  
Park and Recreation Department



A  **Sempra Energy** utility®



Audrey S. Geisel  
San Diego Foundation/  
Dr. Seuss Fund



TM & © 1998 Dr. Seuss Enterprises, L.P. All Rights Reserved



*Some of our Men's & Women's Sports*

*We Offer a Sport for Everyone!*

**ARCHERY**

**BADMINTON**

**BOWLING**

**FITNESS**

**GOLF**

**HORSESHOES**

**LAWN GAMES**

**MEN'S BASKETBALL**

**MEN'S SOFTBALL**

**MEN'S VOLLEYBALL**

**PADDLEBALL**

**PICKLEBALL**

**ROAD RACE & WALKING**

**SHUFFLEBOARD**

**TABLE TENNIS**

**TRACK & FIELD**

**WOMEN'S BASKETBALL**

**WOMEN'S SOCCER**

**WOMEN'S SOFTBALL**

**WOMENS VOLLEYBALL**

**"SCORE!"**

*Our Partners who make it Happen*

*It's a Team Effort, we all Pitch in!*



*Basketball For Life!*



**DEBORAH GOSS**

Graphic Design & Illustration  
www.deborahgoss.com





*"Our Athletes & Friends Change Lives"*

*Our Sponsors make these Relationships Happen!*



**"WINNERS"**





# SDSGA Corporate Sponsorship Agreement

California Non-Profit 501(c)3 #33-0490481



## 1) The Parties

A) Name of Company: \_\_\_\_\_

Located at: \_\_\_\_\_

B) San Diego Senior Games Association, a Non-Profit 501 (C)3 Organization registered in the State of California - PO BOX 600007, San Diego - CA, 92160, hereinafter referred to as SDSGA agree to enter into a business agreement under the following terms and conditions:

## 2) Term

LEVEL	COST	# YEARS	SPORT SELECTION	SPEAKER (Y/N)
Platinum	_____	_____	_____	_____
Gold	_____	_____	_____	_____
Silver	_____	_____	_____	_____
Bronze	_____	_____	_____	_____
Sport	_____	_____	_____	_____

## 3) Roles and Responsibilities

SDSGA shall provide proof; via e-mail or US Mail that each item of the contract has been fulfilled. SDSGA shall provide a pro-rated refund for any item(s) that cannot be fulfilled for any reason.

## 4) Payment Schedule

One-Year Sponsorship-Payment is due in full at the signing of the contract.  
Two-Year Sponsorship-Payment, equivalent to the cost of a One (1) year sponsorship is due in full at the signing of the contract with the balance due One (1) year from the date the contract is signed.

## 5) Arbitration Clause

Both parties agree to the use of arbitration in lieu of legal action in the event of an unresolved dispute with the costs shared equally.

### Corporate Sponsor

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### San Diego Senior Games Association

Contact Name \_\_\_\_\_  
Contact E-Mail \_\_\_\_\_  
Contact Phone \_\_\_\_\_  
Sign & Date \_\_\_\_\_