

# 2016 JACKSONVILLE SENIOR GAMES SPONSORSHIP OPPORTUNITIES



**FOREVER FIT**  
50 & BEYOND

*Jacksonville*  
Where Florida Begins.





## 2016 Jacksonville Senior Games – Forever Fit 50 and Beyond

The 2016 Jacksonville Senior Games, scheduled for September 30 - October 8, 2016 at Cecil Field and vicinity, is an excellent opportunity for your company to be part of a well-organized and highly visible event. The Jacksonville Senior Games emphasizes healthy and active lifestyles for men and women ages 50 and over throughout the First Coast. Since its inception 18 years ago, the Jacksonville Senior Games has steadily grown. The City of Jacksonville is committed to make 2016 a defining moment for the Senior Games, transforming them into one of the premier senior events in Florida. Partnering with other organizations, the Jacksonville Senior Games set its goal for 2016 at 1,000 participants. Adding more sports, social activities, and a widespread marketing campaign are a few ways we are going to accomplish this goal. The Jacksonville Senior Games is a qualifier for the Florida Senior Games and National Senior Games. The National Senior Games attract more than 12,000 athletes nationwide and will be held in Birmingham, Alabama in June 2017.

### Objectives

- To promote a positive, healthy image for people 50 and over
- To increase corporate exposure and event participation
- To create maximum visibility for the Games
- To foster goodwill and community involvement
- To increase participation and attendance of volunteers and spectators
- To reach an extended audience throughout the Jacksonville area and beyond
- To create an exciting and anticipated event catered to seniors

### Marketing

Widespread media coverage for the Senior Games will reach an audience of over 2 million. Additionally, the 2016 Jacksonville Senior Games will be producing video spots, advertisements and/or human-interest stories on local media outlets.







## Fact Sheet

**What:** Forever Fit 50 and Beyond 2016 Jacksonville Senior Games

**When:** September 30 - October 8, 2016

**Where:** Cecil Field (Main venue)  
Other sites include Boone Park, Cecil Aquatics Center, Fleet Landing, Jarboe Park and others.

**Who:** Over 1,000 men and women, 50 years of age and over, will participate this year in more than 20 events. Events range from the very active cycling, track & field, road race and tennis to recreational events such as Bridge, Croquet and Line Dancing.

**Why:** The mission of Forever Fit: 50 and Beyond is to promote healthy and active lifestyles for men and women 50 years of age and over, by providing opportunities to participate in competitive and social events. This year will serve as a State & National Senior Games qualifier.



## Why become a sponsor?

Becoming a sponsor of the 2016 Jacksonville Senior Games is an opportunity to partner with the City of Jacksonville to produce a high quality event for active seniors.

The Jacksonville Senior Games offers its sponsors a range of distribution channels through which to promote their brands, products and/or services. In addition, sponsors benefit via an array of promotional materials, event recognition and ultimately awareness among seniors in the area.

Please review the sponsorship opportunities outlined. We hope you will join us in making this a premier event for seniors!

To complete the sponsorship application online, scan QR Code:



For more information about becoming a sponsor of the 2016 Jacksonville Senior Games, contact Mary Ferrell, Jacksonville Senior Games Director at 904-630-2681 or visit [www.jaxseniors.net](http://www.jaxseniors.net).







## Additional Opportunities

### Athlete Bag Sponsor

- \$1500
- Your logo prominently located on athlete bags
  - Your logo prominently located on the back of over 5,000 entry forms
  - Your logo on promotional posters, 500 printed and posted throughout the First Coast
  - Quarter Page ad in the program
  - Your logo on webpage

### Participation Sponsor

- \$500
- Quarter page ad in the program
  - Your name on website
  - Opportunity for on-site promotions, sampling, couponing or demonstrations
  - Opportunity to provide promotional materials for the athletes' bags

### Exhibitor at Opening Ceremonies

- \$125
- 1 6-foot table, 2 chairs
  - Be at the Opening Ceremonies when athletes get their welcome bags, lighting of the Senior Games Torch.

### In-kind or custom sponsorship

Do you have an idea on how you can support the Jacksonville Senior Games?

We would like to hear from you about how we can include your company in this event and customize your visibility.

## 2016 Sponsorship Packages and Benefits

	Presenting \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Games designated as the 2016 Forever Fit 50 and Beyond Senior Games presented by your company	•			
Official program with designation on front cover	•			
First choice of location of full-page ad (8 ½" x 11") in the program/agenda	•			
Second choice of location of full page ad (8 ½" x 11") in the program/agenda		•		
Half-page ad (8 ½" x 5 ½") in the program/agenda			•	
Quarter page ad in the program				•
Your logo prominently displayed on the back of athlete shirts	•	•	•	•
Your logo prominently displayed on the front of over 5,000 entry forms	•	•	•	•
Your logo on all signage	•	•		
Your logo or mentions on all advertising	•	•		
Your logo on (11 x 14) promotional posters, 500 printed and posted throughout the First Coast	•	•	•	•
Your logo on webpage with linking capabilities	•	•	•	•
Free participation for your senior athletes	20	10	5	2
Your logo on results sent to all athletes	•	•		
Your logo on opening celebration of athletes' program and signage	•	•		
Speaking opportunities during socials	•	•	•	
Your banner prominently displayed at events	•	•	•	
Opportunity for on-site promotions, sampling, demonstrations	•	•	•	
Opportunity to provide promotional materials for athletes' welcome bags	•	•	•	

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