

The logo for Polk Senior Games features a stylized graphic on the left consisting of several horizontal lines with arrows pointing to the right, some overlapping. To the right of this graphic, the words "POLK SENIOR GAMES" are written in a bold, black, serif font, stacked vertically.

**POLK
SENIOR
GAMES**

February 27 – March 14, 2010

Sponsorship Information

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**Polk Senior Games
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Polk Senior Games Overview

Polk Senior Games is a non-profit, 501(c) (3), corporation managed by a salaried Executive Director and a volunteer Board of Directors. The Games are presented annually in cooperation with parks and recreation departments, sports and civic organizations and over 600 volunteers.

The Games offer a two-week series of 82 athletic and recreational Olympic-style events. They attract over 2,500 men and women, 50 and over, with a variety of skills - the serious competitor, the fun at heart, the seasoned athlete, the late bloomer, and the physically challenged. The purpose of the Games is to promote friendly competition, fellowship, health and wellness, an active lifestyle, and volunteerism.

Competition, held at various locations throughout Polk County, is offered in Badminton, Basketball Shooting, Basketball 3 on 3, Billiards, Bocce, Bowling, Bridge, Checkers, Chess, Cribbage, Ballroom and Social Dancing, Square Dancing, Darts, Euchre, Field Events, Fishing, Golf - 18 Hole and Putt & Chip, Horseshoes, Lawn Bowling, Pepper, Pickleball, Punt Pass Kick, Racquetball, Road Race 5K, Scrabble, Senior Smarts, Shooting - Skeet and Trap, Shuffleboard, Softball, Swimming, Table Tennis, Tennis, Track, and Walking. Gold, silver, and bronze medals are awarded in each event and age division.

Registration begins the first week of January. The individual entry fee is \$10 for the first event and \$3 for each additional event up to a maximum of \$28. Fees for team sports are \$150 for Softball, \$60 for Basketball 3 on 3, and \$60 for Square Dancing. There is also a \$25 facility fee for 18-Hole Golf, a \$3 facility fee per event for Bowling, and a \$5 range fee for Skeet and Trap Shooting. Everyone receives a specially designed T-shirt. A free Closing Celebration for participants, family and friends is held at The Lakeland Center and includes goody bags, health fair, entertainment, special awards, and door prizes.

Polk Senior Games was founded in 1992 by Nancye Thornberry of Lakeland who was inspired by her 70-year old brother competing at the National Senior Games in Syracuse, NY. With the support of the Polk County community, the Games began in 1992 with 777 entrants. Polk Senior Games has grown to be one of the largest senior games in the country with 2,525 participants in 2009. In June 2008, Nancye was inducted into the Polk County Sports Hall of Fame for her contribution to the community through Polk Senior Games.

Polk Senior Games is sanctioned by the Florida Sports Foundation to qualify participants for advancement to the annual Florida State Senior Games Championship, which leads to the National Senior Games.

The senior population is the fastest growing consumer group in the country as baby boomers surpass the half-century mark. Seniors are loyal customers to companies who invest in and support them. As a Polk Senior Games sponsor, you will have the opportunity to market directly to seniors while showing your support for the active lifestyle they embrace.

“MEDAL” SPONSORSHIP

Gold Sponsor...\$15,000 receives lead placement

Silver Sponsor...\$10,000

Bronze Sponsor...\$5,000

Medal Sponsor Benefits

- Association with an established organization and high profile event considered the preeminent Senior Games in Florida
- Exclusivity provided within sponsor’s product and/or service category; opportunity to secure sponsorship position through a multiple year pledge
- Opportunity for representation on Games Board of Directors
- Company logo on cover of 6,000 Registration and Rule Booklets, 300 glossy color posters, 15,000 2-sided glossy color fliers, 3,000 specially designed T-shirts
- Advertisement in 6,000 Registration Booklets (Gold Sponsor – inside front cover, full page; Silver Sponsor – inside back cover, full page; Bronze Sponsor – inside half page)
- Name and/or logo included on print, radio and/or television advertising
- Recognition in media releases and articles as permitted
- Recognition in county and city proclamations
- Name and/or logo on Polk Senior Games website (www.polk seniorgames.org)
- Name and/or logo on signs and banners at event sites
- Name on PSG letterhead and recognition in registration confirmation letters
- Opportunity to include product and/or company information in 1,000 “goody bags”
- Opportunity for display table at Closing Celebration for literature distribution, giveaways, and product demonstrations
- Recognition at Opening Ceremony and Closing Celebration
- Recognition in Closing Celebration Programs (750+)
- Opportunity for remarks and award presentations by corporate spokesperson at Closing Celebration
- Opportunity for door prize donation at Closing Celebration
- Opportunity to interact with competitors by volunteering at events

Medal Sponsors (number of years as sponsor)

Confirmed for 2010 in bold

Gold - \$15,000

Publix Super Markets Charities (18 years)

Silver - \$10,000

Bronze - \$5,000

The James W. Sikes Family (17 years)

CPS Investment Advisors (8 years)

“EVENT” SPONSORSHIP

Event Sponsor Benefits

- Association with an established organization; largest of 21 Senior Games in Florida
- Recognition in Registration and Rule Booklets (6,000)
- Recognition on back of official T-shirt (3,000)
- Recognition sign displayed on-site at sponsored event(s)
- Recognition in Closing Celebration Program (750+)
- Recognition on Polk Senior Games website (www.polkseniorgames.org)
- Opportunity to include promotional item or information in “goody bags” (800+)
- Opportunity for door prize donation at Closing Celebration
- Opportunity to interact with competitors by volunteering at events
- Opportunity to secure sponsorship of an event through a multiple year pledge

Sport Name	Location, minimum donation amount	Confirmed for 2010 in bold
Badminton	Lakeland, \$250	Baylis & Company, PA (new for 2010)
Basketball Shooting	Lake Wales, \$500	Lake Wales Medical Center (2 year)
Basketball 3 on 3	Lakeland, \$250	The Oeters Family (new for 2010)
Billiards	Lakeland, \$500	
Bocce	Winter Haven, \$500	
Bowling	Lakeland, \$500	Central Florida Eye Associates (4 yrs)
Bridge	Winter Haven, \$500	Spring Haven Retirement (3 years)
Checkers	Fort Meade, \$250	The Mosaic Company (3 years)
Chess	Lakeland, \$250	Steven Popischal (new for 2010)
Cribbage	Auburndale, \$500	
Dance, Ballroom/Social	Lakeland, \$500	
Dance, Square Dance	Lake Wales, \$250	
Darts	Lakeland, \$500	
Euchre	Bartow, \$500	Floral Lakes Social Club (2 years)
Field Events	Bartow, \$250	Clear Springs (3 years)
Fishing	Lakeland, \$250	B & B Taxidermy (2 years)
Golf, 18-Hole	Winter Haven, \$500	
Golf, Putt & Chip	Lakeland, \$500	Bethany Christian Church (3 years)
Horseshoes	Winter Haven, \$500	Eye Specialist of Mid Florida (2year)
Lawn Bowling	Lakeland, \$250	Community Southern Bank (3 years)
Pepper	Lakeland, \$500	
Pickleball	Solivita, \$500	Solivita Homes / Avatar (2 years)
Powerlifting	Lakeland, \$250	A & J Lawn Care (new for 2010)
Punt Pass & Kick	Bartow, \$500	Aqui Chiropractic Clinic (new 2010)
Racquetball	Lakeland, \$250	The Grace Page Family (2 years)
Road Race 5K	Bartow, \$250	Meusers of Floral Lakes (1 year)
Scrabble	Mulberry, \$250	The Thornberry Family (2 years)
Senior Smarts	Bartow, \$500	The Palas Group, LLC (4 years)
Shooting, Skeet & Trap	Lakeland, \$250	Jim Williams Fence Company (2 yrs)
Shuffleboard	Lakeland, \$500	Herndon & Assoc. Insurance (3 years)
Softball	Lakeland, \$500	Rudy Gittens & Ira Serebrin (3 years)
Swimming	Lakeland YMCA, \$1000	
Table Tennis	Haines City, \$500	
Tennis	Lakeland, \$1000	Center State Bank (1 year)
Track with Opening	Eagle Lake, \$2,500	Winter Haven Hospital (4 years)
Walking	Bartow, \$350	Bartow Kiwanis Club (12 years)
Closing Celebration	The Lakeland Center, \$2,500	The Estates at Carpenters (2 years)

2010 POLK SENIOR GAMES SPONSORSHIP PLEDGE FORM

Name of Sponsorship _____
Name as you want it listed on published materials)

Name of Company/Organization _____

Contact Person _____

Address _____

City, State, Zip _____

Phone _____

Fax _____

Email _____

1) SPONSORSHIP LEVELS

Medal Sponsorship

_____ Gold Sponsor - \$15,000

_____ Silver Sponsor - \$10,000

_____ Bronze Sponsor - \$5,000

Event Sponsorship

Event Requested _____
See listing of available events)

Amount of Sponsorship _____
See listing for minimum donation for each event)

3) LENGTH OF PLEDGE (circle one) 1 year 2 years 3 years

4) PAYMENT

_____ Donation Enclosed; Check number _____

_____ Donation Will Be Paid _____
Can be paid between May 1, 2009 – February 27, 2010)

Polk Senior Games is a non-profit organization. Contributions are tax deductible in accordance with IRS rulings.
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