



## PLATINUM SPONSORSHIP

The Platinum Sponsorship is a partnership program designed to give sponsors the opportunity to participate at every level of the Connecticut Senior Games in a prominent and meaningful way.

Platinum Sponsorship includes the following opportunities:

### **BENEFITS:**

- I. Logo prominently displayed on all the athlete uniforms.  
**(Minimum 2,500 Plus Athletes, Coaches & Team Captains)**
- II. Logo and company name will appear on the “homepage” section of the Connecticut Senior Games website along with a link to the company’s website. The average number of visits during a month is **4,423.5**.
- III. Official Entry Book will contain a full page (or its equivalent) advertisement prominently placed for maximum viewing. **(Minimum 5,000 Entry Booklets)**.
- IV. Logo and or company name will appear or be mentioned with the Connecticut Senior Games in all Radio and Television Advertisements.
  - Sponsor will be involved in all major press releases.
  - Logo and/or company name will appear in all Connecticut Senior Games print advertising.
- V. Logo and or company name will prominently displayed during the Games on professionally printer banners at:
  - Athlete Social
  - Host Site and Headquarters
  - All Connecticut Senior Games indoor and outdoor athletic sites
- VI. Logo prominently displayed on professionally printed signs at all Connecticut Sports Management Group and Connecticut Senior Games events including:
  - Director’s Club Banquet
  - Annual Golf Scramble
- VII. Logo and/or name will appear on all Connecticut Sports Management Group in house publications.
  - All issues of “Good Sports”, the official newsletter of the Connecticut Sports Management Group, Inc. **(15,000 per Quarter)**

### **PARTICIPATION**

- Complimentary table (10 invitations) to the high profile, “Director’s Club Banquet”
- Complimentary Tickets to Connecticut Senior Games “Athlete Social”.
- Opportunity for Sponsor Company employees to participate as volunteers at Connecticut Senior Games Opening Ceremonies and all athletic sites during finals week (unlimited)
- Opportunity to participate in awarding medals during the Connecticut Senior Games.
- Opportunity for Sponsor representative to act as a featured speaker at Connecticut Senior Games events.
- Sponsor receives Connecticut Senior Games souvenir clothing and/or commemorative medal display plaque

### **SPECIAL FEATURES**

- **EXCLUSIVITY AT THE SPONSORSHIP LEVEL**
- Opportunity for on-site product sampling, exhibits and coupon distribution

It is the goal of the Connecticut Senior Games, through the Platinum Sponsorship level, to develop a long-term relationship with each sponsor. The Connecticut Senior Games staff is willing to tailor, change or create additional ways to meet sponsor needs.

**PLATINUM SPONSOR:                      \$20,000**

Payment is due within 30 days of the agreement.

Federal Tax Identification Number: 06-1240550  
State Tax Exempt Permit Number: E-10341