



## 2009 Partner Report and 2010 Sponsorships



### 2009 Event Highlights:

First Year Event!  
Age Range of participants: 55 – 96 yrs  
Participation total: 120  
Percent of females: 41%  
Percent of males: 59%  
Highest participation for outdoor sport:  
5K cycling

*“The Games are an event on the 2009 and now 2010 calendar. Thanks to you and all your great work. We volunteers and participants had a great time and will come again.”*

*-71 participant/volunteer*



The vision of the North Ottawa County Council on Aging's annual Games is two-fold:

- Promote healthy, active lifestyles for older adults
- Promote positive perceptions of healthy aging

Consistent with our agency mission of enriching the lives of older adults, the Games serve to highlight the explosive growth of the active 50+ population in Ottawa County - an 'age wave' of over 270% growth in six years - and their desire to age with health and vitality and demonstrate it!

## **Cash Sponsor Levels**

### Gold Medal - \$5000

- Company logo on volunteer applications, registration booklets (3000+), web, posters, press releases, display boards and all marketing materials.
- Company logo on t-shirts provided to volunteers and participants with estimated base attendance of 300 and worn at every venue.
- Company logo on banners displayed at events.
- Signage with company logo at all event registration tables.
- Banner and program acknowledgement at opening and closing ceremonies, with opening ceremonies featuring WGHN radio remote.
- Acknowledgment in radio Spotlight and features promotion running in July.
- Inclusion of items with company logo in goodie bags for participants.
- Company table display at closing ceremonies and choice of two events.

### Silver Medal - \$3000

- Company logo on volunteer applications, registration booklets (3000+), web, display board, posters, press releases and closing ceremony banners.
- Company logo on t-shirts provided to volunteers and participants with estimated base attendance of 300 and worn at every venue.
- Banner and program acknowledgement at opening and closing ceremonies with Healthy Tip sponsorship at track and field events.
- Inclusion of items with company logo in goodie bags for participants.
- Company table display at closing ceremonies and choice of event.

### Bronze Medal - \$1200

- Company logo on volunteer applications, registration booklets (3000+), and web.
- Inclusion of items with company logo in goodie bags for participants.
- Acknowledgment in closing ceremonies program.
- Company table display at closing ceremonies.

### Healthy Lifestyle Focus

Encouraging healthy lifestyle choices was a priority for the Games vision. Volunteer and participant goodie bags included helpful information on exercise, mental acuity and ways to live longer with quality. Each venue featured a healthy lifestyle table of informative wellness information. At closing ceremonies, exhibitors shared wellness information and demonstrations.

### *Your marketing here . . .*



What our Sponsors Received in 2009: (influenced by level of sponsorship)

- Logo on 2500 registration booklets, 200 posters and 150 T shirts
- Inclusion in advertising in the Grand Rapids Business Journal, Parade of Senior Living, Health Quarterly, Grand Haven Tribune, Senior Times, Senior Perspectives, Tri Cities Summer Guide, Natural Awakenings magazine, all with west Michigan distribution
- Acknowledgement in two Take Five WZZM13 programs and WGHN Spotlight and PSAs
- Exposure at Senior Health and Fitness Day (Muskegon), Senior Community Day (Grand Rapids), and Senior Day (Holland).
- Distribution of booklets to over 100 businesses, west Michigan Chamber of Commerces and mailing to over 45 senior centers statewide and over 40 independent senior housing complexes.
- Four time press release promotion resulting in over six major stories
- Table top displays appearing at ten community sites
- Banner displayed at every Tuesday, Wednesday and Thursday Grand Haven Area Arts Council summer concert
- Presence on WZZM13, NOCCOA, Generationcare and Priority Health websites.

Our sponsors at the Gold and Silver Level received over 350,000 marketing impressions within west Michigan community.

**New for 2010 . . .**

**Now attracting participants 50 and older!  
5K Run, Pickleball, Field Day and Bridge added!  
New logo!**



### **Sponsorship**

- Yes**, we are interested in being a 2010 Games Sponsor. We will participate at the following level:
  - Gold - \$5000
  - Silver - \$3000
  - Bronze - \$1200
  
- No**, we are unable to take advantage of this opportunity but would like to provide items for the goodie bags for participants (300).

Business Name:

Contact Name:

Address:

Phone:

Email:

Please provide a camera ready logo format in color and black and white, if available, to [noccoa@noccoa.org](mailto:noccoa@noccoa.org).

### **Payment**

Please invoice the following for sponsorship payment:

- Same contact information as above.
  
- Contact Name and address for invoicing

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This form may be submitted to Attn: Brigit Lewis, NOCCOA, 422 Fulton, Grand Haven, MI 49417, scanned to [Brigit@noccoa.org](mailto:Brigit@noccoa.org) or faxed to 616-842-6110.

THANK YOU!