

# McALLEN PARKS AND RECREATION



## GOLDEN AGE OLYMPICS

**2010 Sponsorship Proposal**

# 2010 Golden Age Olympics



- Olympic-style event for participants age 50 & Over
- Begins in January and ends in March
- 2010 marks the 30th Anniversary
- Began in 1981 with three events
- Currently, over 26 events are offered at 17 locations
- Over 3,300 participants take part in the Olympics

# Golden Age Olympics Events

500 Card Game

3 on 3 Basketball

Bake-Off

Bowling

Bicycle Tour

Billiards 8-Ball

Billiards 9-Ball

Bridge (Duplicate)

Bridge (Contract)

Cribbage

Crossword Puzzles

Euchre

Mini-Golf

Great Chase

Golf

Horseshoes

Pinochle

Poker

Race Walk

Raceway Thunder

Shuffleboard

Swimming

Table Tennis

Tennis

Volleyball

Walk & Talk



# 2010 Golden Age Olympics



## Demographics

- About 98% of participants are Winter Texans
- Over 30 states represented in 2009
- 50+ RV parks represented every year
- 94% of participants are between 60-80

# Golden Age Olympics Sponsorship

## Corporate Sponsorship

Corporate sponsorship is available for those companies wanting to make their presence felt throughout the Golden Age Olympics.

A number of benefits are available as part of Corporate Sponsorship. The next slides contain the complete list of benefits available for your company.

From the beginning of our promotion period in November to our final awards ceremony, you can be sure that your company will play an active role in all aspects of the Golden Age Olympics and be seen by many people.

Sponsorship Amount: \$2,500



# Corporate Sponsorship Benefits

- Sponsor company logo on over 1,500 Golden Age Olympics t-shirts
- Placement of company banners at all event locations
- Sponsor company logo included on 15,000 event programs distributed to 30+ RV Parks
- Sponsor logo included on official award medals



# Corporate Sponsorship Benefits

- Opportunity to set up a display at events of choice
- Opportunity to distribute promotional items to participants at Awards Ceremony
- Opportunity to set-up company booth at Awards Ceremony
- Recognition as Corporate Sponsor at Awards Ceremony



# Golden Age Olympics Sponsorship

## Event Sponsorship

A great opportunity for businesses to choose a particular event of the Golden Age Olympics. Sponsorship is \$1000.

Available events include:

- Bicycle Tour
- Walk & Talk
- Shuffleboard
- Table Tennis
- 8-Ball & 9-Ball
- Card Games
- Volleyball
- Bake-Off
- Golf
- Great Chase

\*Sponsors will also be invited to attend the Awards Banquet.



# Event Sponsorship Benefits

- Sponsor company logo on over 1,500 Golden Age Olympics t-shirts (Note: Must have sponsorship confirmed prior to December)
- Sponsor company name included on 15,000 event programs
- Placement of company banners at sponsored event location and Awards Ceremony



# Event Sponsorship Benefits

- Opportunity to distribute promotional items to participants at Awards Ceremony and sponsored event location
- Opportunity to set-up company booth at Awards Ceremony
- Recognition as Event Sponsor at Awards Ceremony



# Sponsorship Benefits

To confirm your sponsorship, please contact:

McAllen Parks and Recreation Department

P.O. Box 220

McAllen, Texas 78505

Phone: (956) 681-3333

Fax: (956) 681-3300

Contact: Shane Stockton

Marketing & Special Events Coordinator

E-Mail: [sstockton@mcallen.net](mailto:sstockton@mcallen.net)



# 2010 Golden Age Olympics SPONSORSHIP REGISTRATION FORM

\_\_\_\_\_ Yes, we would like to sponsor the 2010 Golden Age Olympics.

\_\_\_\_\_ No, we will not be able to participate this year.

Please include our company as a sponsor for the 2010 Golden Age Olympics.

SPONSORSHIP  
CATEGORY

SPONSORSHIP  
AMOUNT

DONATION  
AMOUNT

CORPORATE  
SPONSORSHIP

\$2,500 & Up

\_\_\_\_\_

EVENT  
SPONSORSHIP

\$1,000 & Up

\_\_\_\_\_

Which event would you like to sponsor? (Circle one.)

Bicycle Tour    Walk & Talk    Shuffleboard    Table Tennis    Billiards  
Card Games    Volleyball    Bake-Off    Golf    Great Chase

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Company Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_



Please mail or fax completed forms to:  
McAllen Parks and Recreation  
P.O. Box 220  
McAllen, TX 78505  
Phone: (956) 681-3333  
Fax: (956) 681-3300

Please return forms as soon as possible so materials can be ordered and distributed.