



### **Part of the Senior Games Movement**

**17+ sporting events – 1200+ athletes – majority from greater Bay Area with Southern California and out of state guests make up for about a third of the participants – most make this a weekend destination often bringing along family and or friends.**

**Come to compete and stay to play in Wine Country.**

**These games reflect a new attitude for America's aging population:**

Stay Active

Stay Healthy

Stay Connected

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### **Principal Sponsor \$25,000**

- \* Name / logo recognition on all event shirts, worn by athletes and hundreds of volunteers
- \* Name / logo on all printed materials: Program, Monthly e-newsletter, banners and all event signage
- \* Your name / logo with your Website link on the Wine Country Games & Council on Aging websites
- \* Use of the Sonoma Wine Country Games name / logo for your company's promotional materials
- \* Opportunity to have a table or booth at any of the athletic competitions
- \* Full page Ad in Sonoma Seniors Today newspaper, 8500 current distribution and 300+ online readers
- \* Opportunity to have materials in the athlete's goody bag or supply the goody bags
- \* Table of 8 at the Celebration of Athletes Sports Banquet
- \* BONUS: VIP Table of 10 at *Derby After Dark* – the Meals on Wheels annual fundraising event

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### **Platinum Sponsor \$15,000**

- \* Name / logo recognition on all event shirts, worn by athletes and hundreds of volunteers
- \* Name / logo on all printed materials: Program, Monthly e-newsletter, banners and all event signage
- \* Your name / logo with your Website link on the Wine Country Games website
- \* Opportunity to have a table or booth at any of the athletic competitions
- \* Half page Ad in Sonoma Seniors Today newspaper, 8500 current distribution and 300+ online readers
- \* Opportunity to have materials in the athlete's goody bag
- \* 4 tickets to the Celebration of Athletes Sports Banquet
- \* BONUS: 4 VIP Tickets to *Derby After Dark* – the Meals on Wheels annual fundraising event



*Competitions for athletes 50+*

### **Gold Medal Sponsor \$10,000**

- \* Name / logo recognition on all event shirts, worn by athletes and hundreds of volunteers
- \* Name / logo on all printed materials: Program, Monthly e-newsletter, banners and all event signage
- \* Quarter page Ad in Sonoma Seniors Today newspaper, 8500 current distribution & 300+ online readers
- \* Opportunity to have materials in the athlete's goody bag
- \* 4 tickets to the Celebration of Athletes Sports Banquet

### **Silver Medal Sponsor \$5000**

- \* Name / logo recognition on all event shirts, worn by athletes and hundreds of volunteers
- \* Name on all printed materials: Program, Monthly e-newsletter, banners and all event signage
- \* 2 tickets to Celebration of Athletes Sports banquet
- \* Recognition in Thank You ad in the Sonoma Seniors Today newspaper
- \* Opportunity to have materials in the athlete's goody bag

### **Bronze Medal Sponsor \$2500**

- \* Name on all event shirts, worn by athletes and hundreds of volunteers
- \* Name in Program, Monthly e-newsletter, and event signage
- \* Recognition in Thank You ad in the Sonoma Seniors Today newspaper
- \* Opportunity to have materials in the athlete's goody bag

**Join us for this year's  
Sonoma Wine Country Games!**

**June 2019**

