



New Mexico Senior Olympics, Inc.

P.O. Box 2690 • Roswell, NM 88202-2690
1-888-623-NMSO (6676) • (575) 623-5777 • Fax: (575) 622-9244
E-mail: nmso@nmseniorolympics.org • www.nmseniorolympics.org

November 27, 2017

Dear Friends of New Mexico Senior Olympics:

New Mexico Senior Olympics, Inc. Board of Directors invites your business to join our team in supporting the largest multi-sport event for 50+ senior athletes as they compete in the State Games. It's the finale of our efforts to motivate New Mexico's senior population to keep moving and be involved in year-round fitness! Senior Olympics State Games will be held July 18-22, 2018 in Albuquerque, NM.

We offer different levels of sponsor support: \$1,500, \$2,500 or \$5,000.00. Each will go a long way in supporting our statewide efforts for health promotion, fitness and sporting event opportunities. Senior Olympics is making a difference in the lives of over 4,000 senior adults in our state. Please see the attached Sponsorship packet for specific sponsor opportunities and benefits. We can promote your business among the most active, independent and sport minded 50+ adults in the country – AND their extended families and friends!

We receive ever-shrinking funding from our state for our programs – which keep seniors active and healthier longer. We need sponsors like you to help keep vital programs available for all of New Mexico's seniors – especially those in rural areas who lack facilities and equipment. Your financial contribution would support NM Senior Olympics in maintaining year-round programs for all seniors, continue to offer free fitness workshop classes, sports clinics, Summer Games and Team Tournaments. ***In short, your sponsorship is invaluable in giving purpose and health to active aging in our state.***

Please take a few minutes to review the sponsorship agreement to determine how your business would like to partner with New Mexico Senior Olympics, Inc. NMSO is a tax exempt 501(c)3 organization, so your sponsorship may be tax-deductible (please see your tax preparer for details). We anticipate 1200-1500 competitors (and family and friends!) as this year is the qualifier for the next National Senior Games presented by Humana, hosted by Albuquerque and all of New Mexico in June 2019.

As we do each year, sponsorship agreements will be accepted on an ongoing basis. However, we encourage you to submit your sponsorship commitment as early as possible, to be included in 2018 printed game literature. Deadline for inclusion in printed collateral is January 10, 2018. Simply fax or email the completed agreement and we will get you on the team!

In the event I can answer any questions, please call our office or my mobile at 575.642.6048. Thank you for your continued support for healthy, active and purpose-filled aging in New Mexico!

Sincerely,

Cecilia J. Acosta, Executive Director

**Executive Board Chair, Steve Duran * Vice Chair, Dick Griffith * Secretary, Dorothy Terrazas * Treasurer, Vernon Dyer
LoriAnn Keith, Jerrett Koenigsberg * Joe Quintana ** Pete Salazar * Dorie Sandoval
Cecilia J. Acosta, Executive Director**

"You don't stop playing because you grow old, you grow old because you stop playing."



New Mexico Senior Olympics, Inc. 2018 Sponsor Packet Information

As a sponsor for New Mexico Senior Olympics, we welcome partners to motivating senior adults 50 years and older with competition opportunities, recreational experiences, camaraderie events and year-round health activities, which include but are not limited to the Summer Games, Team Tournaments and statewide Health Promotion events. Below are the Sponsor Levels available and we would be happy to discuss these along with sponsor benefits. NMSO is a non-profit 501(c) 3 tax-exempt organization and has been in existence since 1979. NMSO is based in Roswell, New Mexico.

A. Year-Round Sponsor - Corporate

- | | |
|--------------|----------|
| 1. Diamond | \$20,000 |
| 2. Ruby | \$10,000 |
| 3. Turquoise | \$ 5,000 |

B. State Games

**Annual Summer Games, July 18-22 in Albuquerque and
Team Tournaments; Volleyball, Softball and Basketball - Medal Sponsor**

- | | |
|--------------------|---------|
| 1. Gold Sponsor | \$2,500 |
| 2. Silver Sponsor | \$1,500 |
| 3. Bronze Sponsor | \$1,000 |
| 4. In Kind Sponsor | |
- Cash contribution of \$ 500
Plus, products or services for Welcome Bags for 2,000+ registered participants

C. Friends of Senior Olympics - Monetary Contribution, any amount

- | | |
|-------------------|-------|
| Friends of Gold | \$300 |
| Friends of Silver | \$100 |
| Friends of Bronze | \$ 50 |

All contributions are greatly appreciated!

To discuss sponsor opportunities, contact: Cecilia Acosta, Executive Director or complete Sponsor Agreement and return to NMSO.



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**NEW MEXICO SENIOR OLYMPICS SPONSOR
LEVEL DESCRIPTIONS AND BENEFITS**

Year-Round Sponsor – Corporate
January 1st through December 31st

Diamond - \$20,000 Ruby - \$10,000 Turquoise - \$5,000

All Corporate Sponsors are cash contributions only.

NEW MEXICO SENIOR OLYMPICS, INC. MISSION

New Mexico Senior Olympics, Inc., a non-profit 501c3 organization is the health promotion year-round advocate for all seniors, dedicated to providing physical fitness opportunities to motivate seniors to participate in Senior Olympics – local, state, and national games.

***DIAMOND*\$20,000**

- Participate in 5 statewide Health Promotions
by: Provide Keynote Speaker
Exhibit table
Provide Bag stuffers for up to 500+ seniors
- Exhibit at the Annual New Mexico Conference on Aging Event In August
which attracts 1,500 seniors
- Do a direct promotional offer or a sponsor feature in all NMSO
newsletters reaching 3,000+ active seniors
- Sponsor Link on the NMSO website
- Recognized in media releases statewide
- Sponsor name on one promotional giveaway with NMSO
- Full page advertisement in the Official Souvenir Game Program
- Sponsor will be listed on game literature for one year
- Be recognized at the Opening Ceremony of Annual Summer Games
- Exhibit at Summer Games Health Fair Expo
- Allow sponsor banners or signage to be displayed at multiple sporting venue
during the Annual Summer Games
- Provide game promotional giveaway items/inserts for 2,000+ Welcome Bags for
Summer Games and Team Tournaments
- Be recognized on outdoor LED Sign quarterly

Year-Round Sponsor – Corporate (continued)

RUBY.....\$10,000

- Exhibit at our statewide Health Promotion events
- Do a direct promotional offer or feature in two NMSO newsletters reaching 3,000+ active seniors
- Logo on NMSO website
- Be recognized in media releases statewide
- Half (1/2) page advertisement in the Official Souvenir Game Program
- Sponsor will be listed in game publications for one year
- Be recognized at our Opening Ceremony of Annual Summer Games
- Exhibit at Summer Games Health Fair Expo
- Allow banners or signage at one sporting venue during the Annual Summer Games
- Provide game promotional giveaway items/inserts for 2,000+ Welcome Bags for Summer Games and Team Tournaments

TURQUOISE.....\$5,000

- Exhibit at our statewide Health Promotion Events
- Do a direct promotional offer or feature in one NMSO newsletters reaching 3,000+ active seniors
- Be recognized in one NMSO Quarterly Newsletter reaching 3,000+ active seniors
- Logo on NMSO website
- Half (1/2) page advertisement in the Official Souvenir Game Program
- Sponsor will be listed in game publications for one year
- Be recognized at our Opening Ceremony of Annual Summer Games
- Exhibit at Summer Games Health Fair Expo
- Allow banners or signage at one sporting venue during the Annual Summer Games
- Provide game promotional giveaway items/inserts for 2,000+ Welcome Bags for Summer Games and Team Tournaments

**NEW MEXICO SENIOR OLYMPICS SPONSOR
LEVEL DESCRIPTIONS AND BENEFITS**

State Games

**Annual Summer Games – July 18-22, 2018 in Albuquerque, and
Team Tournament – Volleyball, Softball, and Basketball**

Gold Sponsor\$2,500

- Half (1/2) page advertisement in the Official Souvenir Game Program
- Sponsor will be listed in game publications for one year
- Recognition at the Opening Ceremony of Annual Summer Games
- Exhibit at Summer Games Health Fair Expo
- Allow sponsor banners or signage to be displayed at one sporting venue during the Annual Summer Games
- Provide game promotional giveaway items/inserts for 2,000+ Welcome Bags for Summer Games and Team Tournaments
- Be recognized in media releases statewide and in Quarterly Newsletter
- Do a direct promotional offer or feature in all NMSO newsletters reaching 3,000+ active seniors

Silver Sponsor\$1,500

- Quarter (1/4) page advertisement in the Official Souvenir Game Program
- Sponsors will be listed in game publications for one year
- Exhibit at Summer Games Health Fair Expo
- Allow sponsor banners or signage to be displayed at one sporting venue during the Annual Summer Games
- Provide game promotional giveaway items/inserts for 2,000+ Welcome Bags for Summer Games and Team Tournaments

Bronze Sponsor\$1,000

- Quarter (1/4) page advertisement in the Official Souvenir Game Program
- Exhibit at Summer Games Health Fair Expo
- Allow banners or signage at one sporting venue during the Annual Summer Games
- Provide game promotional giveaway items/inserts for 2,000+ Welcome Bags for Summer Games and Team Tournaments

In Kind Sponsor\$500

- Plus Provide game promotional giveaway items/inserts for Welcome Bags for 2,000+ registered participants at the Summer Games and Team Tournaments

Friends of Senior Olympics

***Monetary Contribution – your name will be listed in the newsletter,
“The Senior Flame”***

Friends of Gold	\$300
Friends of Silver	\$100
Friends of Bronze	\$ 50