February 6, 2019

Greetings,

New Mexico Senior Olympics, Inc. is very excited that National Senior Games is coming to New Mexico. Nationals is the largest multi-sport event for active 50+ senior athletes in the country. New Mexico qualified 1800 athletes to compete at the 2019 National Senior Games. As a supporting sponsor, we want to offer you the opportunity to be at the table with us to get our New Mexico athletes prepared for the national competition and to be part of our year-round program activities for 2019. Our program is outlined for your consideration to donate.

Sponsor opportunities are available at various levels, and we are flexible to discuss how we can together accommodate your budget for 2019. The sponsorship contribution goes 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 thousands of senior adults in our state.

The attached Sponsorship packet includes specific sponsor opportunities and benefits. We can promote your business among the most active, independent and sports-minded 50+ adults in the country – AND extended families and friends!

NMSO is a 501c3 tax-exempt organization and your donation may be tax-deductible. We do receive some state funding each year to support our efforts to keep seniors active and healthier. However, it is required that we also fundraise to supplement the annual budget. We need sponsors like you to help keep vital programs available for all of New Mexico’s seniors – especially those in rural areas. We serve the entire state from Farmington to Silver City and Clovis to Las Vegas. Your financial contribution would support NM Senior Olympics in maintaining year-round programs for all seniors in 22 Local Games Sites, continue to fund free fitness group exercise classes for 480 participants who meet three times per week for one hour at 18 sites, offer sport conditioning clinics, and conduct three separate Team Sport Tournaments for 1100+ athletes. In short, your sponsorship “dollars” go toward motivating the most-active aging residents in our state.

Please take a few minutes to review the sponsorship opportunities to determine how your business would like to be a partner? 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 our printed activity literature. Simply fax or e-mail the completed agreement, and we will get you on board!

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 people in New Mexico!

Sincerely,

Cecilia J. Acosta, Executive Director
New Mexico Senior Olympics Inc. Year Round Programming

- New Mexico Senior Olympics Inc., (NMSO) is a Statewide Organization that supports and sanctions 22 Local Game organizations who are committed to senior sports, health, fitness and wellness. Seeking ways to maintain and improve adult health are common goals with local games. Sanctioned Local Games are located in all four regions of the State with over three thousand participants.

- A member state organization with National Senior Games Association (NSGA) to conduct the annual state qualifying game for seniors 50 years and older in 26 different sports. The 2019 National Senior Games presented by Humana will be held in Albuquerque on June 14-25th. New Mexico has qualified 1800 athletes eligible to compete at the 2019 National Games.

- In 2019 NMSO will conduct a Statewide Torch Run in six cities/communities to energize Senior Athletes to get registered for Nationals and to recognize local athletes involved in the Games leading up to the FLAME ARRIVAL in June. NMSO will conduct eight Sport Clinics to help prepare, train and condition athletes for competing at their best.

- NMSO will conduct Indian Game Day, a mini two-day game competition for 400+ Native American Elders from twenty-two pueblos and tribes in Santa Fe in April 2019.

- Ernesto Ramos Senior Olympics State Games for 2019 will consist of three Team Tournaments – Volleyball in ABQ, August; Softball in Las Cruces, September and Basketball 3 on 3 in Santa Fe, November for 1100+ senior athletes.

- NMSO manages evidence-based group exercise classes in 18 sites for 480 senior participants 3 x per week with trained Enhance Fitness Instructors.

- NMSO is funded in part by the NM Aging and Long-Term Services Department to conduct health promotion services for seniors statewide. NMSO is sponsored in part by corporate sponsors and Friends of Senior Olympics.

Mission
NMSO is a 501c 3 organization dedicated to healthy lifestyles for all seniors age 50 years and older through education, fitness and sporting events.

HISTORY
First incorporated in April 1979 to provide Senior citizens volunteering an opportunity to be involved in physical activity for a well-rounded balance for good health. The first State Game was held in Albuquerque and attracted 150 senior participants. The NMSO Headquarters is located in Roswell, New Mexico with five staff members. NMSO is the fiduciary partner with City of ABQ to conduct the 2019 National Senior Games presented to Humana for 13,000 senior athletes June 14-25th.

Board of Directors
NMSO Board of Directors consist of (9) nine volunteer board members from throughout New Mexico. Board meets bi-monthly on the third Thursday at various locations. Meetings are open to the public.

Contact Information: 1-888-623-6676 or nmso@nmseniorolympics.org

Cecilia J. Acosta, Executive Director
New Mexico Senior Olympics, Inc.  
2019 Sponsor Opportunities

New Mexico Senior Olympics invites potential Sponsors to help us to motivate senior adults 50+ to become involved in sport competition opportunities, recreational experiences, and year-round health activities. NMSO offers year-round programming for senior adults in statewide Health Promotion events, team sports and healthy aging activities. Below are Sponsor Levels available for 2019 along with sponsor benefits. NMSO is a non-profit 501(c)3 tax-exempt organization since 1979. NMSO is based in Roswell, New Mexico and serves 22 counties with technical support to build local games.

A. Year-Round Sponsor
   1. Diamond $20,000
   2. Ruby $10,000
   3. Turquoise $5,000

B. State Games Sponsor – Team Tournaments
   1. Gold $2,500
   2. Silver $1,500
   3. Bronze $1,000

C. Friends of Senior Olympics
   1. Friends of Gold $300
   2. Friends of Silver $100
   2. Friends of Bronze $50

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

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
# NEW MEXICO SENIOR OLYMPICS
## SPONSOR LEVEL BENEFITS

<table>
<thead>
<tr>
<th>Year-Round Sponsor</th>
<th>January thru December 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Diamond</strong> - $20,000</td>
<td><strong>Ruby</strong> - $10,000</td>
</tr>
</tbody>
</table>

Sponsor monetary contribution or In-kind support

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# NEW MEXICO SENIOR OLYMPICS MISSION STATEMENT

To promote year-round health and wellness advocacy for all seniors statewide to participate in physical fitness opportunities to include the annual Senior Olympics Game regardless of level of skills.

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## DIAMOND ...............................................................$20,000

- **Team Tournament** – Volleyball – August, Softball – September, Basketball 3 on 3 - November
  - Sponsor will be listed on Tournament Brochure and Program
  - Exhibit onsite with information table at 3 tournaments
  - Allow sponsor banners or signage to be displayed
  - Provide game promotional giveaway inserts for athlete bags (1200)

- **Health Promotion** – November - May
  - Exhibit with information table 6 at Wellness Events
  - Provide Keynote Speaker for Wellness
  - Sponsor signage displayed on site
  - Provide giveaway for up to 600+ seniors
  - Included in media advisory and promotional flyers
  - Exhibit with NMSO at Annual Aging Conference for 1,500 Seniors
  - Advocate for Sponsor to provide Conference Keynote Speaker
  - Advertise with NMSO in Conference Program
  - Provide Conference giveaway for attendees

- **Media**
  - Sponsor listed on “award winning” NMSO website for one year
  - Sponsor link on NMSO website
  - Direct promotional offer on NMSO quarterly e-newsletters reaching 3,000+ active seniors
  - Recognized in monthly communication media releases statewide
  - Listed on outdoor LED Sign on a quarterly basis.
Year-Round Sponsor

**RUBY**.................................................................................................................. $10,000

- Team Tournament – Volleyball – August, Softball – September,
  Basketball 3 on 3 – November
  - Sponsor will be listed on Tournament Brochure and Program
  - Exhibit onsite with information table at 2 tournaments
  - Allow sponsor banners or signage to be displayed
  - Provide game promotional giveaway inserts for athlete bags (1200)

- Health Promotion – Fall & Spring
  - Exhibit with information table 3 at Wellness Events
  - Sponsor signage displayed on site
  - Provide giveaway for up to 600+ seniors

- Media
  - Sponsor listed on “award winning” NMSO website for 6 months
  - Direct promotional offer on NMSO quarterly e- newsletters reaching 3,000+ active seniors
  - Recognized in monthly communication media releases statewide

**TURQUOISE**................................................................................................................. $5,000

- Team Tournament – Volleyball – August, Softball – September,
  Basketball 3 on 3 – November
  - Sponsor will be listed on Tournament Brochure and Program
  - Exhibit on-site with information table at (1) tournaments
  - Provide game promotional giveaway inserts for athlete bags (1200)

- Health Promotion – Fall & Spring
  - Exhibit with information table 1 at Wellness Events
  - Provide giveaway for up to 600+ seniors

- Media
  - Sponsor listed on “award winning” NMSO website for 3 months
  - Direct promotional offer on NMSO quarterly e- newsletters reaching 3,000+ active seniors
  - Recognized in monthly communication media releases statewide
NEW MEXICO SENIOR OLYMPICS SPONSOR
LEVEL DESCRIPTIONS AND BENEFITS

<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsorship Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Sponsor</td>
<td>Sponsor will be listed on Tournament Brochure and Program</td>
</tr>
<tr>
<td></td>
<td>Allow sponsor banners or signage to be displayed at 3 sporting venues</td>
</tr>
<tr>
<td></td>
<td>Provide game promotional giveaway inserts for athlete bags (1200)</td>
</tr>
<tr>
<td></td>
<td>Recognized in monthly communication media releases statewide</td>
</tr>
<tr>
<td></td>
<td>Direct promotional offer on NMSO quarterly e-newsletters reaching 3,000+ active seniors</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>Sponsors will be listed on Tournament Program</td>
</tr>
<tr>
<td></td>
<td>Allow sponsor banners or signage to be displayed at 2 sporting venues</td>
</tr>
<tr>
<td></td>
<td>Provide game promotional giveaway inserts for athlete bags (1200)</td>
</tr>
<tr>
<td>Bronze Sponsor</td>
<td>Allow sponsor banners or signage to be displayed at 1 sporting venue</td>
</tr>
<tr>
<td></td>
<td>Provide game promotional giveaway inserts for athlete bags (1200)</td>
</tr>
</tbody>
</table>

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
New Mexico Senior Olympics, Inc.

2019 Sponsor Agreement

To join our Team of Sponsors, please complete and return this form to NMSO by email or fax. Complete all portions of the Agreement.

- [ ] Year Round
- [ ] State Games

Choose tournament per benefits:

- [ ] Diamond
- [ ] Gold
- [ ] Volleyball

- [ ] Ruby
- [ ] Silver
- [ ] Softball

- [ ] Turquoise
- [ ] Bronze
- [ ] Basketball

I understand this Agreement will authorize NMSO to recognize Sponsors in various organization literature and publications; be publicly recognized at sponsored Events; can exhibit and display sponsor signage; will allow sponsor promotional materials to be included in event welcome bags for all athletes. Sponsor opportunities are outlined in the NMSO Sponsor Opportunity Information Packet and will be dependent on the level of Sponsorship contribution made to NMSO. It is imperative Sponsor agreements are returned in a timely manner, in order to achieve maximum exposure on all levels. Sponsors may elect to provide In-Kind in lieu of financial contribution to be approved by NMSO Executive Committee.

**Signature**

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### Method of Payment:

NMSO understands and is willing to accept Sponsor Agreements with a commitment to accept financial contribution at a later date as defined below.

Please make check payable to: New Mexico Senior Olympics.

- [ ] NMSO can expect a contribution to be mailed on ___________ (date).
- [ ] For credit card payment call NMSO. (All credit card will assess a 2.5% processing fee)