



## *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](mailto:nmso@nmseniorolympics.org) • [www.nmseniorolympics.org](http://www.nmseniorolympics.org)

November 18, 2019

Dear Friends of New Mexico Senior Olympics:

New Mexico Senior Olympics, Inc. Board of Directors invites your business to join our team by completing the sponsor agreement to support the largest multi-sport event for 50+ senior athletes as they compete in the State Games. It's our goal to motivate New Mexico's senior population to keep moving and be involved in year-round fitness! Senior Olympics State Summer Games will be held June 10-13, 2020 in Las Cruces, 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.

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 2020 printed game literature. Deadline for inclusion in printed collateral is December 20, 2019. 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,

Enclosures

**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. 2020 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. All contributions are greatly appreciated!

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

### **A. Year-Round Sponsor – Corporate**

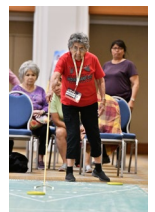
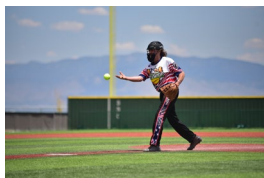
- |              |          |
|--------------|----------|
| 1. Diamond   | \$20,000 |
| 2. Ruby      | \$10,000 |
| 3. Turquoise | \$ 5,000 |

### **B. State Games - Medal Sponsor**

**Annual Summer Games  
June 10-13, Las Cruces, NM**

**Team Tournaments  
Volleyball – August 7-9, Albuquerque, NM  
Softball – September 18-20, Las Cruces, NM  
Basketball – November 6-8, Santa Fe, NM**

- |                   |         |
|-------------------|---------|
| 1. Gold Sponsor   | \$2,500 |
| 2. Silver Sponsor | \$1,500 |
| 3. Bronze Sponsor | \$1,000 |



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# 2020 Sponsor Agreement

Please complete this form and return it to the NMSO office to be included in printed publications.

Yes, enroll us as a sponsor

Year Round

State Games

I understand this Agreement will authorize NMSO to provide Sponsor Recognition, enable us to promote our organization in various NMSO publications, be publicly recognized at sponsored Games, allow our business to exhibit at sponsored Games, display our signage at sponsored Games, and/or have our advertisements and promotional materials added to the Welcome Bags for all athletes, as outlined in the NMSO Sponsor Agreement and dependent on the level of Sponsorship in which we enroll. Sponsor recruitment is ongoing and year around. It is imperative Sponsor agreements are returned in order to achieve maximum exposure on all literature.

Company Name _____	Amount \$ _____
Sponsor Type _____	
Mailing _____	City _____ State _____ Zip _____
Business Phone _____	Fax _____
Cell Phone _____	Email _____
Signature _____	
Representative Title _____	

**Method of Payment:** NMSO agrees to accept Sponsor contribution at a later time with my commitment for Game Sponsorship.

Please make check payable to New Mexico Senior Olympics, Inc.

\_\_\_\_\_ NMSO can expect a contribution to be mailed on \_\_\_\_\_(date).

\_\_\_\_\_ NMSO will accept a major credit card as payment.

I authorize NMSO to charge my credit card for sponsorship level and processing fee on _____(date).			
_____	_____ / _____	_____	_____
Name as it appears on Card	Card Type	Zip Code of billing	Expiration Date
_____ / _____	_____		
Card Number and Security Number	Authorized Signature		

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

**Year-Round Sponsor – Corporate  
January 1 - December 31, 2020**

**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 Events
  - Provide Keynote Speaker
  - Exhibit table
  - Provide Bag stuffers for up to 500+ seniors
- Exhibit at the Annual New Mexico Conference on Aging Event with NMSO 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
- Recognized in media releases statewide
- Sponsor Link on the NMSO website
- 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 in the Opening Ceremony Program
- Exhibit at Summer Games Health Fair Expo
- Provide 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
- Be recognized in media releases statewide
- Logo on NMSO website for one year
- Half (1/2) page advertisement in the Official Souvenir Game Program
- Sponsor will be listed in game publications for one year
- Be recognized in our Opening Ceremony Program
- Exhibit at Summer Games Health Fair Expo
- Provide 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 media releases and NMSO Quarterly Newsletter
- Logo on NMSO website for one quarter
- Half (1/2) page advertisement in the Official Souvenir Game Program
- Sponsor will be listed in game publications for one year
- Be recognized in our Opening Ceremony Program
- Exhibit at Summer Games Health Fair Expo
- 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 – June 10, 2020 in Las Cruces**

**Team Tournament – Volleyball – August 7-9, Albuquerque**

**Softball – September 18-20, Las Cruces**

**Basketball – November 6-8, Santa Fe**

**Gold Sponsor.....\$2,500**

- Be recognized in media releases statewide and in Quarterly Newsletter
- Half (1/2) page advertisement in the Official Souvenir Game Program
- Sponsor will be listed in game publications for one year
- Recognition in the Opening Ceremony Program
- Exhibit at Summer Games Health Fair Expo
- Provide game promotional giveaway items/inserts for 2,000+ Welcome Bags for Summer Games and Team Tournaments

**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
- 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
- Provide game promotional giveaway items/inserts for 2,000+ Welcome Bags for Summer Games and Team Tournaments



## **New Mexico Senior Olympics, Inc. Fact Sheet**

A Statewide Organization that supports and sanctions 23 local organizations that are committed to senior sports, health, fitness and wellness. Seeking ways to maintain and improve adult health are common goals of NMSO and its partners.

- A non-profit organization dedicated to providing opportunities for motivating senior adults to lead a healthy lifestyle through Senior Olympics.
- A member state organization with National Senior Games to conduct state annual qualifying games for seniors 50 years and older in 26 different sports.
- Event owner for the Senior Olympic Annual Summer State Games and other health and fitness events.
- NMSO is funded through sponsorships, private contributions and by the New Mexico Aging and Long-Term Services Department to conduct health promotion services for seniors statewide.
- NMSO is sponsored in part by individual companies/individuals.
- NMSO partnered with National Senior Games and City of Albuquerque for the historic turnout of 14,000+ athletes in summer of 2019.

### **MISSION STATEMENT**

New Mexico Senior Olympics, Inc. is a 501(c)3 organization that is dedicated to promoting healthy lifestyles for all seniors age 50 years and older through education, fitness and sporting events. Through Senior Olympic programs NMSO assists local games in achieving greater value and quality in the lives of local senior adults.

### **HISTORY**

NMSO was first incorporated in April 1979 to provide Senior citizens who were volunteering an opportunity to be involved in physical activity for a well rounded balance for good health. The first State Game was planned by Senior Volunteer Program Directors and attracted 150 senior participants. The NMSO Headquarters is located in Roswell, New Mexico with six full-time staff members. Chaves County Commissioners provide office space for NMSO on an annual basis. The operating budget for NMSO is an approximate \$900,000.00. Year round Senior Olympic and health and fitness activities have provided 25,000+ units of service, which have benefited over 13,000 seniors in the state of NM.

### **BOARD OF DIRECTORS**

NMSO Board of Directors currently consists of (9) nine dedicated board members that have also served Senior Programs throughout New Mexico. New board members are being solicited that can bring knowledge and skills in the areas of marketing, public relations, fundraising, financial, legal and sports management. The Board meets bi-monthly on the third Thursday.

**Contact information:** 1-888-623-6676 or [nmso@nmseniorolympics.org](mailto:nmso@nmseniorolympics.org)



