



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

December 17, 2021

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 our goal to motivate New Mexico's senior population to keep moving and be involved in year-round fitness, despite the pandemic! Senior Olympics State Summer Games will be held June 8-11, 2022, in Las Cruces, NM

We offer multiple levels to sponsor Game and year-round support: \$1,500, \$2,500 or \$5,000. Each will go a long way in supporting our statewide efforts for health promotion, fitness, and sporting event opportunities during this pandemic. Senior Olympics is making a difference in the lives of over 2,000 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 600-800 competitors as we bring the Games back!

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 2022 game literature. 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. 2022 Sponsor Packet Information

As a sponsor for New Mexico Senior Olympics, senior adults 50 years and older can be involved with competition opportunities, recreational experiences, camaraderie events and year-round health activities, which include but are not limited to the Summer Games, Team Tournaments, Sport Clinics, 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 Sponsors are recognized at Both

Annual Summer Games June 8-11, Las Cruces, NM

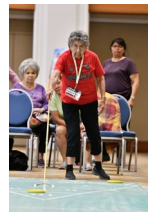
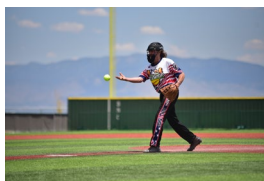
Team Tournaments

Volleyball – August 2022, Albuquerque, NM

Softball – September 2022, Las Cruces, NM

Basketball – November 2022, Santa Fe, NM

1. Gold Medal	\$3,500
2. Silver Medal	\$2,500
3. Bronze Medal	\$1,500



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2022 Sponsor Agreement

Please complete this form and return it to the NMSO office to be included in Game Information 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 and in accordance with public health mandates. Sponsor recruitment is ongoing and year around. It is imperative Sponsor agreements are returned 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 later 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**

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

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

All Corporate Sponsors are monetary 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 three (3) statewide Health Promotions Events (in-person or zoom)
 - 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 which attracts 1,500 seniors
- Do a direct promotional offer or a sponsor feature in all NMSO e-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 (digital placement)
- Sponsor will be listed on game literature for one year
- Be recognized at the Games
- Exhibit at Summer Games Health Fair (tentative)
- 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 Signs quarterly

Year-Round Sponsor – Corporate (continued)

RUBY..... \$10,000

- Exhibit at our statewide Health Promotion Events (as scheduled)
- Do a direct promotional offer or feature in two NMSO e-newsletters reaching 3,000+ active seniors
- Be recognized in media releases statewide
- Logo on NMSO website for one year
- Half (1/2) page advertisement (digital placement)
- Sponsor will be listed in game publications for one year
- Be recognized at the State Games
- Exhibit at Summer Games Health Fair (tentative)
- 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 (as scheduled)
- Do a direct promotional offer or feature in one NMSO e-newsletters reaching 3,000+ active seniors
- Be recognized in media releases and NMSO Quarterly E-Newsletter
- Logo on NMSO website for one quarter
- Half (1/2) page advertisement (digital placement)
- Sponsor will be listed in game publications for one year
- Be recognized at the State Games
- Exhibit at Summer Games Health Fair (tentative)
- Provide game promotional giveaway items/inserts for 2,000+ Welcome Bags for Summer Games and Team Tournaments

**NEW MEXICO SENIOR OLYMPICS
SPONSOR LEVEL DESCRIPTIONS**

**▪ State Games Sponsors are included at
Summer Games and Team Tournaments**

**Annual Summer Games – June 8-11th, 2022 in Las Cruces
Team Tournament**

**Volleyball – August 2022, Albuquerque
Softball – September 2022, Las Cruces
Basketball – November 2022, Santa Fe**

Gold Sponsor.....\$3,500

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

Silver Sponsor..... \$2,500

- Quarter (1/4) page advertisement in State Game Program
- Sponsors will be listed in game publications for one year
- Exhibit at Summer Games
- Provide game promotional giveaway items/inserts for 2,000+ Welcome Bags at Summer Games and Team Tournaments

Bronze Sponsor..... \$1,500

- Quarter (1/4) page advertisement in State Game Program
- Exhibit at Summer Games
- Provide game promotional giveaway items/inserts for 2,000+ Welcome Bags for Summer Games and Team Tournaments