

Sponsorship & Donor Guide



To Participate Is to Win!



TURN YOUR SILVER INTO GOLD FOR MARYLAND SENIOR OLYMPIANS!

Don't miss out on the great opportunity to showcase your products and services to Maryland's most active seniors during the Maryland Senior Olympics.

MSO promotes wellness and healthy lifestyles for Maryland residents over age 50. Each year, about 1,300 seniors participate in the Games, making it one of the top senior state competitions in the country. With your support, we can continue to grow and enrich the lives of active adults.

The senior population is the fastest-growing consumer group in the country. Seniors are loyal customers who appreciate sponsors who invest in them. The Senior Games is an excellent way to reach this mature market.

As a sponsor of the Maryland Senior Olympics, your company can interact with the participating athletes, a large number of spectators and more seniors in one event than anywhere in the state. There is an opportunity for your company brand to be widely seen on event publicity materials, event signage and at games activities through on-site booths, yearlong publications, and more.

Additionally, partnering with the Maryland Senior Olympics is an excellent way for your company to support and encourage programming in honor of Maryland's mature population. As our



slogan says, "To Participate Is to Win!"

In order to assure that the specific needs and interests of your organization are met, or to further explore the advantages of our various sponsorship and donation packages, please contact the Maryland Senior Olympics at 240-777-4930 or email info@mdseniorolympics.org.

HISTORY OF THE MARYLAND SENIOR OLYMPICS: CHAMPIONS OF FITNESS & HEALTH FOR ACTIVE ADULTS

The Maryland Senior Olympics is one of the nation's best state competitions for those aged 50 and above and helped establish the National Senior Games while also playing a major role in raising physical fitness awareness for the senior population.

The Maryland Games were created in early 1980 through joint efforts of the Baltimore County and Maryland State Commission on Physical Fitness. Through the state commission, and under the leadership of Dr. Robert Zeigler, vice chairman of the Baltimore County Physical Fitness Commission and professor of Physical Education at Towson University, the first MSO competition was held Oct. 4, 1980, at Towson with approximately 300 athletes.

The success of early state programs such as Maryland's led to the creation of the National Senior Games in 1985. The National Games,

a competition for winners of local and regional seniors games, has grown into over 80 member events representing all 50 states, plus Europe and Canada, with approximately 250,000 participants per year.

As the National Games grew, the local and state games became even stronger. With an amazing joint effort of local and state commissions, plus a wide band of loyal volunteers, Maryland became a leader in the field of program development for seniors.



Today, the Maryland Senior Olympics consists of about two dozen sports for men and women. Age-group competitions are conducted for active adults well into their 70s, 80s and above. Maryland has produced many national championship teams and individuals through the years and is routinely among the top 10 states in medals at the National Senior Games.

Upon the retirement of long-time leaders Zeigler and Bob Eickenberg, MSO needed a new home. In late 2007, Montgomery County agreed to become the administrator of the Maryland Senior Olympics, passing the baton from one great era to the next. MSO has partnering relationships with recreation and parks agencies throughout the state, along with being a part of events such as the Kentlands/Lakelands 5k, Race For Our Kids 10k, and other regional organizations.

MANY WAYS YOU CAN SUPPORT THE MARYLAND SENIOR OLYMPICS!

Platinum Sponsor (\$10,000 and above)

- Your company will sponsor the T-shirts and gratuity gift for athletes;
- Your company logo will appear on the T-shirts for athletes;
- Your company name and logo is placed on the cover of all MSO materials, giving superior positioning of company brand;
- Booth at the MSO track and field event with product sampling, recognition and representation at the opening and closing ceremonies;
- Your company banner will be displayed at all events throughout the year;
- Full-page ad in the registration booklet, official games program and results book;
- Representation on the Maryland Senior Olympics Commission;
- Link to your website.

Gold Sponsor (\$5,000)

- Your company name and logo on all games and marketing materials, plus display at all events throughout the year;
- Booth at the MSO track and field event with product sampling, recognition and representation at the opening and closing ceremonies;
- Half-page ad in the registration booklet, official games program and results book;
- Link to your website.



Bronze Sponsor (\$1,000)

- Your company name and logo on all games and marketing materials;
- Booth at the track and field event with product sampling, recognition and representation at the opening and closing ceremonies;
- Quarter-page ad in the official games program and results book;
- Link to your website.



Event Sponsor (\$500)

- Donate your time, a service, or products that will help promote the event and support the development of MSO;
- Get your company name in the registration program and signage at the event (donation can be event-specific);
- Items can be donated per event, for example, Golf (golf balls), Table Tennis (ping pong balls), Tennis (tennis balls).



Plus ...

Promote community service for employees by volunteering at the events and games through:

- Sponsoring a Senior Appreciation Day;
- Donating a percentage of a day's profit to MSO and present the check at the opening ceremonies;
- Publicizing events to employees, retirees and patrons;
- Providing FREE or discounted services and products to the MSO organization;
- Monetary donations of any amount. All donations are tax deductible.

8 GREAT REASONS TO PARTNER WITH MSO!

1 **Nationally Recognized**
The Maryland Senior Olympics is the largest event of its kind in the northeast region of the U.S. The National Senior Games is the largest multi-sports seniors event in the world with over 10,000 athletes competing.

2 **Statewide Participation**
About 1,300 active seniors participate in the Maryland Senior Olympics with representation from all 24 counties and jurisdictions.

3 **National Participation**
MSO is the qualifying site for Marylanders advancing to the National Senior Games, where they have a long history of producing national championship teams and individuals.

4 **Baby Boomers**
The Maryland Senior Olympics is open to those aged 50 and above. A Baby Boomer turns 50 every 8 seconds, bringing a desired demographic to the games, as well as a direct marketing audience.

5 **Marketplace**
Seniors control 75 percent of the nation's wealth, making them a dominant force in high-end retail, health and insurance industries, plus financial, estate and retirement services, tourism, fitness and more.

6 **Target Audience**
With 85 percent living on their own and self-supporting, seniors need information on products and services that will improve their quality of life.

7 **Supporting Attendees**
Hundreds of friends and family members attend the Maryland Games to support the athletes. Each event is a great show of sportsmanship, camaraderie and fellowship.

8 **Volunteer Opportunities**
Sponsor an event by having your company or organization volunteer to help run the logistics of an event (golf, cycling, tennis, softball, etc.). Or, encourage your employees to donate a few hours by helping out with various duties during the competitions.

Please make checks payable to:
Maryland Senior Olympics.

Mail to:
Maryland Senior Olympics
c/o Holiday Park Senior Center
3950 Ferrara Drive
Wheaton, Md. 20906



For more info about Maryland Senior Olympics:

CALL: 240-777-4930

E-MAIL: info@mdseniorolympics.org

WEB: www.mdseniorolympics.org

FACEBOOK: www.facebook.com/mdseniorolympics

TWITTER: www.twitter.com/mdsrolympics

YOUTUBE: www.youtube.com/MdSeniorOlympics

MSO Sponsorship Pledge

Company: _____

Contact Person: _____ Phone: _____

Address: _____

e-Mail: _____

Sponsorship Category:

- Platinum Sponsor (\$10,000 and above)
- Gold Sponsor (\$5,000)
- Silver Sponsor (\$2,500)
- Bronze Sponsor (\$1,000)
- Event Sponsor (\$500)

Desired Event: _____

- Registration Guide Advertisement
(\$100-\$400)

Ad Sizes:

AD SIZE	DIMENSIONS	RATE
1/8 page	3.5"W x 2"H	\$100
1/4 page	3.5"W x 4.75"H	\$200
1/2 page	7.5"W x 4.75"H	\$300
Full page	7.5"W x 10"H	\$400

**All ads must be in camera-ready format.*

I wish to pledge \$ _____ in support of Maryland Senior Olympics.

TOTAL: \$ _____ (no amount is too small or too large)

Authorizing Signature: _____ Date: _____

Maryland Senior Olympics
3950 Ferrara Drive
Wheaton, Md. 20906

