



Indiana State Games

Official Senior Games for Indiana

25 Sporting Events

2024 Sponsorship & Donor Guide

SET EXAMPLES FOR MY CHILDREN & GRANDCHILDREN

GLORY DAYS

Camaraderie

Life Goals

Get off the couch

Community

Stay in shape

Training

Lose Weight

Family Fun

Smile

2W!IG

Get Healthy

Socialization

WIN

What we are about



Indiana State Games, Inc. is a 501(c)3 non-profit



Annual Information

Evansville, Newburgh & Indianapolis

Evansville, IN June 6 - 15, 2024

- ◆ Badminton*
- ◆ Billiards
- ◆ Bowling*
- ◆ Card Games & Chess
- ◆ Celebration of Athlete Dinner
- ◆ Chair Volleyball
- ◆ Cornhole*
- ◆ Cycling*
- ◆ Mini-Golf
- ◆ Power Lifting
- ◆ Power Walk*
- ◆ Race Walk*
- ◆ Recreation Day at the Park
- ◆ Road Race 5K*
- ◆ Shuffleboard*
- ◆ Table Tennis*
- ◆ Team Bowling*
- ◆ Tennis*
- ◆ Trivia Night
- ◆ Track & Field*
- ◆ Urban Hike/Bike

Events other dates

- ◆ Swimming* — Sunday, Aug 11, 2024

Community Events open to all ages:

- ◆ Recreation Day
- ◆ Urban Hike/Walk
- ◆ Disc Golf
- ◆ Trivia Night

Indianapolis, IN

- ◆ Archery* Sept. 8
- ◆ Basketball 3on3* Sept. 7
- ◆ Golf* Sept. 9
- ◆ Racquetball* Sept. 6
- ◆ Volleyball* Sept. 7

**Signifies Qualifying event for National Senior Games*

Other Events

Athletes can participate in any of the following in Indiana

- ◆ Road Race 10K
- ◆ Triathlon

Additional Info

Training and practice of some sports offered throughout the year!





About the ISG

History

Indiana State Games (ISG) has been hosting senior games since 1986. ISG is a 501(C)3 non-profit organization. ISG is the only Indiana member of the National Senior Games Association. 2024 is a qualifying year for our athletes to win to advance to Nationals.

ISG operates and continues to grow through the generosity of sponsors, local businesses, donations, and fundraisers. These funds not only support the games but also the clubs/clinics and quality programs which benefit and educate athletes at all levels of their sport. ISG offers the 50 plus population competitive sports and a network of people with the same ideals and lifestyle. ISG encourages active aging offering participants, spectators, and the communities in Indiana, to live a healthier more productive life while lowering the health care costs in the State of Indiana.

Mission

Indiana State Games mission is to provide older adults the opportunity to engage in competitive and recreational sporting events as well as enhance the quality of life through fellowship and socialization in a safe and enjoyable environment to gain, maintain, or enhance an active lifestyle.

National Participation

The Indiana State Games is the sole qualifying site for Hoosiers advancing to the National Senior Games. The National Senior Games are the largest multi-sport event in the world with over 13,000 athletes competing.



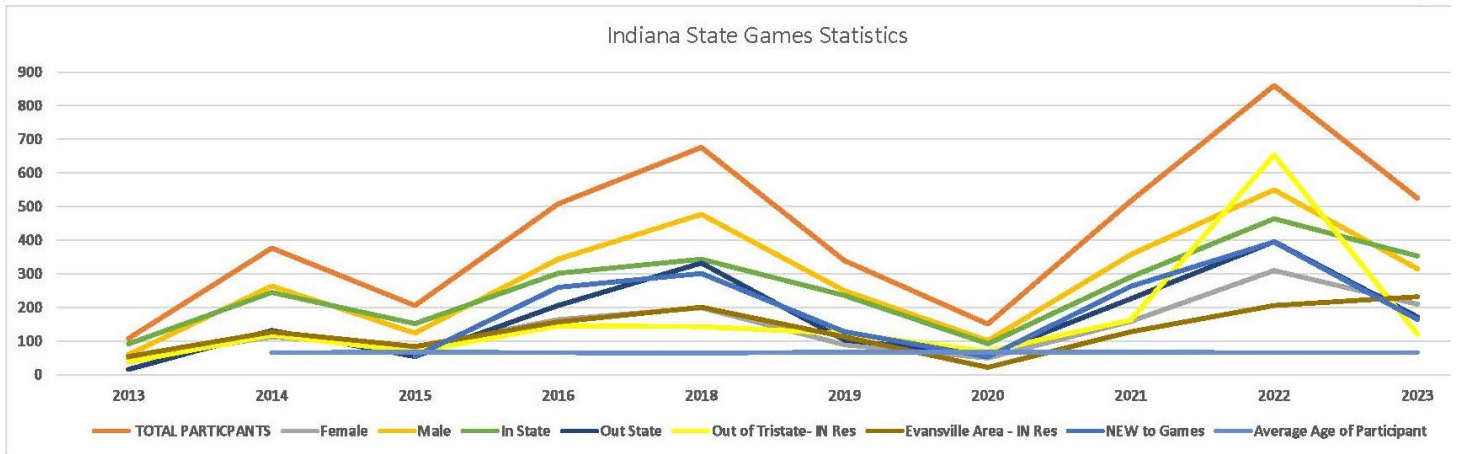
Statewide Participation

Each hosting year, our participation numbers grow on average 25%. 250+ Volunteers and hundreds of spectators attend the games as well. Games are held in Evansville, Newburgh, and Indianapolis.



Athlete Representation

Column1	2013	2014	2015	2016	2018	2019	2020	2021	2022	2023
TOTAL PARTICIPANTS	108	377	206	508	676	339	151	517	860	525
Female	48	113	82	164	199	89	50	159	310	210
Male	60	264	124	344	477	250	101	358	550	315
In State	92	245	152	302	344	236	92	291	464	353
Out State	16	132	54	206	332	103	59	226	396	172
Out of Tristate- IN Res	38	118	68	145	143	123	70	163	654	121
Evansville Area - IN Res	54	127	84	157	201	113	22	128	206	232
NEW to Games			55	260	301	128	53	263	395	165
Average Age of Participant		66	67	66	65	67	67	67	66	66



Every qualifying year (EVEN Year) participation growth is 25%. 2024 will be the next qualifying year and we anticipate 1000+ athletes competing. 2023 ISG had 30% NEW athletes!

Indiana Statistics

- **38% Indiana residents are age 50 and over** (2016 census)
- **Average Age of Participant: 66**
- **Average 250 NEW participants each year**
- **Participants from 34 states and Canada**
- **72 Indiana Counties represented**

National Statistics

- **Seniors control 75% of nation's wealth**
- **10,000 Baby Boomers turn 65 each day**
- **National Senior Games hosted 13,000**
- **25% of athletes are Veterans**
- **Youngest athlete is 50 and oldest is 101**

Sponsorship Options

	SPONSORSHIP LEVEL				
	Title	Gold	Silver	Bronze	Event
Brand Awareness 3 exclusive options**	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Choice of Title Opportunity** Medals	X				
Choice of Title Opportunity** Advertising	X				
Choice of Title Opportunity** Meals, etc.	X				
Fundraiser Sponsorship Ad-Ons options:	Disc Golf & Trivia Night				
Logo and Link on Website	X	X	X	X	X
Social Media Recognition	X	X	X	X	X
Logo on Athlete Shirts	Prominent Logo	Logo	Logo	Logo	Name Only
Exhibit Table/Signage at COA Dinner	X	X	X	X	X
Exhibit Table/Signage at Rec Day	X	X	X	X	
Logo/Name on Printed Materials	X	X	X		
Logo on all e-newsletters	X	X	X		
Recognition/Acknowledgement at Celebration of Athlete Dinner	X	X	X		
Advertisement in Program	Full Page	1/2 Page	1/3 Page	1/4 Page	Bus Card
Advertisement in Results Book	Full Page	1/2 Page	1/3 Page	1/4 Page	
On-Site Visibility					
Exhibit Information at Athlete Check-In	X	X	X	X	X
Items in Welcome Bag	X	X	X	X	X
Promotion opportunity at high volume participant locations* (Banner provided)	X	X	X		
Speaking Opportunity at Celebration of Athlete Dinner	X	X			
Signage/Exhibit Table on-site at # of events	ALL	10	5	2	1
Additional Opportunities					
Tickets to Celebration of Athletes Dinner	10	6	4	2	
Registration Fees included #Registered	6	4	2		
Specific Event Sponsorship*	X	X			

Smaller Business Budgets: \$150 Community Supporter \$300 COA & Recreation Day Sponsor



*Event Specific Sponsorship Opportunities



Celebration of Athletes Dinner Sponsor (Five Needed) - Bally's Evansville - Friday, Jun 7, 2024 200+ Attend

- ◆ Presenting Dinner Sponsor - \$1,000
 - Speaking Opportunity
 - Dinner Sponsor (Includes table of 8)
 - Full page advertisement in Celebration Program
 - Exhibit Table & Signage at event
- ◆ Exhibit Table only at event (includes Rec Day at Park) - \$300

Pickleball Official Sponsors (Three Needed) Evansville June 13 - 15, 2024

- ◆ Sponsor - \$1,000 250+ athletes
 - Official presenting sponsor
 - Signage as lunch sponsor
 - Exhibit table onsite and Signage at event
 - Speaking opportunity each day
 - Logo on commemorative t-shirt and collateral sent to athletes



Team Sports Sponsor

Indianapolis Events - Basketball/Volleyball Sat, Sept 7, 2024

- ◆ Court Sponsor - \$1000 (Five Needed)
 - Exhibit table at event - Signage at event
 - Sponsor recognized as providing food at event
 - Logo on banner for medal awards
- ◆ Officials/Equipment Sponsor - \$500 (Six Needed)
 - Exhibit table outside of gym - Signage at event
- ◆ Both Sponsor Options include:
 - Logo on commemorative t-shirt (2000 shirts)
 - Option to provide water & snacks to athletes

Golf Sponsor (Six Needed)

Indianapolis Event Monday Sept. 9, 2024

- ◆ Golf Sponsor - \$500
 - Sponsorship pays for Athletes Lunch, drink tickets, prizes
 - Option to provide logo golf balls, towel, or other item to all players
 - Sponsorship includes golf for four and hole sponsor sign





****Title Opportunities and Additional Sponsorship**

TITLE OPTIONS \$10,000**

- ◆ **Medal Lanyard Sponsor** - Business Logo/Name on all 6000+ 2024 Medal Lanyards
- ◆ **Advertising Sponsor - Title sponsor of:** Printed Registration, Program, and Results Book Sponsor. Media radio and TV Ad, Billboards
- ◆ **Events Food/Drink Sponsor** - **Food/Drinks provided at all sporting events and Lunches provided to volunteers at events.** Lunches at several sporting events including Recreation Day at the Park, Shuffleboard, Cycling, Cornhole, Tennis & Swimming

Add on Golf Hole Sponsor - Indianapolis Event *(This is an ADD ON Option in addition to any sponsor package)*

- ◆ **Golf Hole Sponsor - \$100**
 - Yard Sign with Sponsor Logo at Event

EVENT SPONSOR - select sporting event \$500

- ◆ Name Back of Commemorative T-Shirts - \$500
- ◆ Items in goody bags—500 needed by May 15
- ◆ Banners/Signage at one specific sporting event
- ◆ Recognition during specific event



FUNDRAISER SPONSOR - \$500

Trivia Night - June 12

- ◆ Name Back of Commemorative T-Shirts & Logo item Option goody bags—500 needed by May 15
- ◆ Table of 8 at Trivia Night Event and Dinner
- ◆ Banner and/or table at Trivia Event

EXHIBIT TABLE - Celebration of Athlete and Recreation Day at the Park

- ◆ \$300 - Brand your business with a table set up at both events (350+ attendance exposure)

Community Supporter

- ◆ \$150 - Listed in program as a Community Supporter & option of item in good bag

IN-KIND DONATIONS

- ◆ Venue Usage, Equipment donations, etc.
- ◆ Door Prize Items, gift cards, etc.
- ◆ Bottled water/Gatorade- Food/Snack Items

**Customize your Sponsor Packet
Please contact Holly Schneider
to discuss! 812-483-7948
Holly@indianastategames.org**





8 Reasons to Support the Indiana State Games

1 Nationally Recognized

The Indiana State Games is the largest event of its kind in the state of Indiana and The National Senior Games is the largest multi-sports seniors event in the world with over 13,000 athletes competing. ISG is the only qualifying site for the state of Indiana.

2 Statewide Participation

About 1,000 active seniors participate in the ISG with representation from 57 counties in the state of Indiana averaging 200 new participants each year.

3 National Participation

ISG is the only qualifying site in Indiana for Hoosiers to advance to the National Senior Games, where they have a long history of producing national championship teams and individuals.

4 Baby Boomers

The ISG is open to those age 50 and above. A Baby Boomer turns 50 every eight seconds, and 10,000 per day turn 65 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 maintain and/or improve their quality of life.

7 Supporting Attendees

Hundreds of friends and family members attend the Indiana 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 (Tennis, Table Tennis, Basketball, etc.). Or, encourage employees to donate a few hours by helping out with various duties during the competitions.