



Murray Hayward-M Pent Javelin 100

BE A FRIEND OF THE GAMES - SPONSORSHIP

September 10-14, 2019, Kelowna, BC



Be a Friend of the Games!

Athletes from across the province will be coming to Kelowna in September for the 32nd annual 55+ BC Games.

The Games will run from September 10-14, 2019 when the city will hold 31 different sports including tennis, hockey, soccer, swimming, golf and lawn bowling.

Kelowna's Games will feature more sports than usual, featuring triathlon, fast-pitch, sturling, and 8-Ball for the first time.

By partnering with the Games you can increase your business exposure within the Kelowna and BC 55+ community as well as enhance your customer base.

The cross-marketing opportunities will benefit your business and strengthen your roots in the community and surrounding areas.

We offer many sponsorship opportunities that can be tailored to fit your marketing goals and budget. Get face to face with thousands of new customers!



"Kelowna is an ideal host for a large multi-sport event like the 55+ BC Games," said David Graham, president of the Kelowna event's host society

Residents know that an active lifestyle is one of our community's greatest assets and draws. Our Board of Directors believes hosting the games will reinforce that sentiment and create a long-lasting opportunity to promote living at all ages in Kelowna.

Reach more than 3,500 athletes around BC, with 100 from Kelowna and our 1,500 volunteers



About



The Games are funded primarily by the BC Senior Games Society and the Provincial Government. The Host Societies are guided by the BC Senior Games Society Event Managers to produce the annual Games. The average participation is 3,500 over the 5 day event, leaving behind more than \$3,300,000 in Economic Impact in the business Community (linked to Vernon’s 2017 Host Economic Impact Report).

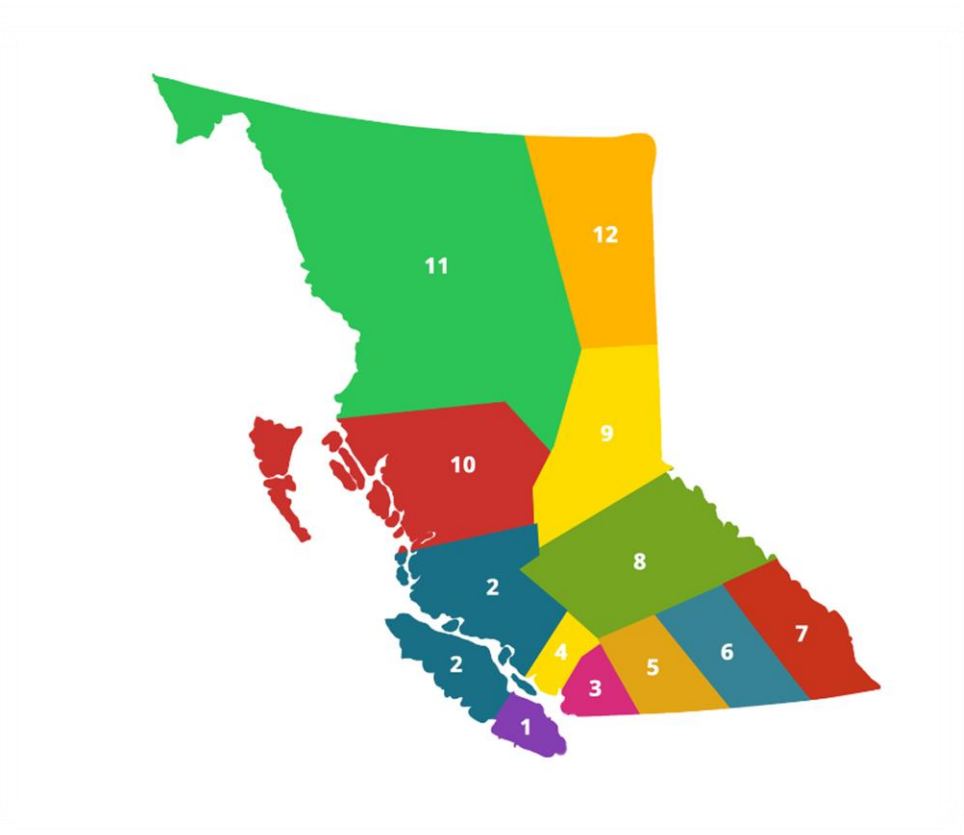
Each Participant must be a member of the BC Seniors Games Society.

The Games were first organized in 1987, with the assistance of the Provincial Government, Sport, Recreation and Development branch, for the older adults of BC, as a direct bearing on their quality of life.



Participants

- Over 3,500 participants aged 55+ from across British Columbia are expected to compete.
- Participants compete from twelve Zones across BC – including more than 1000 in Zone 5 (Okanagan-Similkameen)
- 31 sports and activities are included in these Games.



ZONES

- Zone 1 (Vancouver Island South)
- Zone 2 (Vancouver Island North)
- Zone 3 (Fraser Valley)
- Zone 4 (Lower Mainland)
- Zone 5 (Okanagan-Similkameen)
- Zone 6 (West Kootenay Boundary)
- Zone 7 (East Kootenay)
- Zone 8 (South Central)
- Zone 9 (North Central)
- Zone 10 (North West)
- Zone 11 (B Valley-Lakes District)
- Zone 12 (Peace River-Liard)

Sports

Archery	Badminton	Bridge
Bocce	Carpet Bowling	Curling & Stirling
Cribbage & Whist (card game)	Cycling	Darts
Dragon Boat Racing	Equestrian	Fast-Pitch
Floor Curling	Golf	Hockey
Horseshoes	Lawn Bowling	Mountain Bike Racing
Pickleball	Slo-Pitch	Snooker
Soccer	Squash	Table Tennis
Tennis	Track and Field	Triathlon
Swimming	8 Ball	5 pin bowling

Volunteers

- Twelve Directors working in distinct planning areas (Directorates) will coordinate approximately 75–80 volunteer Chairs, each of whom has a committee of volunteers responsible for different aspects of the Games planning and operation.
- An estimated 1,500+ volunteers will be involved in planning and staging the Games.

Major Games Events

- Torch lighting Ceremony – approximately 100 days out from the Games – June 22, 2019
- Opening Ceremony – Wednesday, September 11
- Host Society Reception – Wednesday, September 11
- Competitions – Wednesday, September 11 until Saturday, September 15
- Participant Special Event – Thursday, September 12
- Participant Dance – Friday, September 13
- Closing Ceremony – Saturday, September 14
- Volunteer Closing Event – Saturday, September 14



Getting on board early allows for extra coverage & promotion for your organization to be known as a **Friend of the Games!**

Funding

- Base funding of \$85,000 is provided by the Province of BC through the BC Seniors Games Society, plus a \$5,000 legacy grant from the BCSGS.
- The City of Kelowna has committed cash and in-kind value to support the games in Kelowna.
- The Host Society, through the BC Seniors Games Society, will receive part of participant registration and sport fees to go towards community expenses to host the games.
- Provincial and local Corporate and Funding Partners.
- Local “Friends of the Games” (business, industry, etc.) will contribute additional cash and in-kind contributions to support these Games.

Mission of the BC Seniors Games Society

- To improve the health, lifestyle and image of British Columbia’s 55+ population.
- This is done by:
 - Organizing the annual 55+ BC Games as an opportunity for the 55+ population of BC to participate in physical and social activities.
 - Promoting community awareness of the contemporary image of the 55+ population as physically active and socially engaged.
 - Encouraging year-round participation at the zone level.

SPONSORSHIP BENEFITS & DETAILS

The following opportunities will give your business recognition across the five days at the various events and will put your company's name, logo and link in front of more than 4,000 participants.

We aim to provide value to sponsors by:

- Providing opportunities for you to market your services to our participants and stakeholders
- Providing you with opportunities to become actively involved in community events
- Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes health, wellness and an active Kelowna community.

We will build sponsorship packages that range between \$30,000 - \$1,000 cash and possibly with an in-kind component. Here are just a few of the opportunities available:

- Lanyards (need approx. 4300)
- Welcome bags (need approx. 4300)
- On site activation / booths at various locations (see major game dates on pg 5)
- Stage sponsorships
- Specific sport or venue sponsorships
- Charging stations
- Sponsored stories content
- Souvenir Program
- Water stations
- Viewing areas

Other Sponsorship Opportunities

* In-Kind Opportunities

Many of our sponsors may provide us with great products and services in exchange for sponsorship recognition! If you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, please contact [Jenelle Hynes](#). Some in-kind items received in the past include: Sports drinks, Nourishment, Gift cards, Product and Goody Bags.

* Other Ideas

Are you interested in providing support to the 55+ BC Games held in Kelowna with something that is not mentioned in this proposal? Do you have a unique idea of how you can partner your business with the Kelowna organizing committee? Sponsorship proposals can be customized to meet your business needs by contacting:

Jenelle Hynes
Director, Friends of the Games
2019fogdirector@55plusgames.ca
250-317-3013

Tangible Benefits

Reach more than **4,000** active BC residents over the age of 55 over the **five days** in Kelowna. More than **1000** of these athletes will be residents to the Central Okanagan, and an additional **1500 Kelowna residents** participating as volunteers to the Games!

Based off previous games and conversations had at the 2018 Games in Cranbrook, many event attendees have planned to extend their stay before and after the Games to explore our community and staying in hotels or RV parks while enjoying wine tours/wineries, golf, hiking, restaurants, etc.

Opportunities to engage with Games participants and volunteers:

- On site activation at sporting events or special events
- Booth at the Athletes Village
- Insert (product/brochure) in the attendee welcome bags
- BC Games Website & Kelowna Page
- BC Games Society Newsletter – more than 8,000 subscribers
- Souvenir & Event Program – 5,000 handed out at the games & 25,000* copies inserted in the Capital News and delivered to Kelowna area homes a week prior to the event (number of final printed copies to be confirmed).
- Social Media: 1500 fans
 - Facebook: m.facebook.com/55PlusBCGames/
 - Instagram: instagram.com/55plusbcgames/

Intangible Effects

In addition to the measurable economic benefits major sporting events bring to a community there are also intangible positive impacts on the host area. These benefits are felt across a much longer period than that of the Games. These benefits are often long lasting and not simply a one-time boost to the economy as has been measured in this analysis. Often, they are more important than the immediate economic benefits.

Potential benefits from the Kelowna 2019 55+ BC Games may be:

- Attracting additional sporting and cultural events by demonstrating the community's ability to host such events
- Increasing tourism as competitors and spectators return to visit the area after the Games are over
- Inspiring healthy lifestyles through the promotion of sports
- Providing media coverage for the area with such coverage being about the area rather than the Games
- Encouraging business activity through creating networks and contacts as a result of the Games

The intangible benefits of an event such as these Games can become an integral part of an economic development strategy for the region.

Thank You.



Contact us to today and let us build a sponsorship package that meets your budget and corporate needs!

Jenelle Hynes
Friends of the Games Director
(250) 317-3013

2019fogdirector@55plusgames.ca

55plusbcgames.org/kelowna2019