

MARYLAND SENIOR OLYMPICS

SPONSORSHIP GUIDE

SUPPORT ACTIVE MARYLAND SENIORS

[40% of Our Population]



National
Senior Games
Association



MONTGOMERY COUNTY
Recreation



SPONSORS PROVIDE MARYLAND SENIORS WITH GOLDEN MOMENTS

IN OVER 30 SPORTING EVENTS AND HEALTH & WELLNESS PROGRAMS

"To Participate Is to Win" is the motto of the Maryland Senior Olympics & your participation can make you a winner.

Don't pass up this opportunity to support this important segment of Maryland citizens representing 40% of its population.

Seniors represent a significant portion of Maryland's purchasing power. Whether you provide goods or services or desire to give back to the program that provided you the motivation to maintain a healthy lifestyle, then this is your opportunity to

support this significant cohort of men and women. In doing so, you will assist them in sustaining their independence as they age in record numbers due to their active lives.

Your financial support offers a unique opportunity to connect directly with the growing number of seniors participating in the games, as well as their families and friends. By showcasing your product or service through on-site booths, signage, marketing materials, and our website, you'll gain valuable exposure and engagement with this active community.

TO PARTICIPATE IS TO WIN!

WHY YOUR SUPPORT COUNTS

MSO NATIONALLY RECOGNIZED

The Maryland Senior Olympics is the most significant competitive series of athletic events for seniors in the Eastern United States and ranks among the best in the country. Every other year at the National Senior Games, Maryland ranks among the top in the nation in participation and the medal count.

GROWTH IN SENIOR POPULATION

The senior population is the largest in the state – almost 40% and growing as seniors age in place living independent lives through healthy life styles. This important demographic presents potential sponsors with a great opportunity.

STATEWIDE PARTICIPATION

Each year 2,500 or more active Maryland seniors participate in competition venues throughout the state. Almost all of Maryland's counties are represented in the Maryland Senior Olympics.

SENIOR MARKETPLACE

Seniors control an estimated 75% of the nation's wealth, making them a dominant force in retail purchasing power, financial services, health care, insurance, estate planning, fitness, travel, & tourism.



NATIONAL PARTICIPATION

The Maryland Senior Olympics is a qualifying venue for participants to advance to the National Senior Games where we have an established history of producing individual and national team championships.

TARGET AUDIENCE

A significant number of seniors are living independently and may rely on your products and services to help them improve their quality of life.

INCREASED VISIBILITY

Most importantly, in addition to the numerous participants at each event, hundreds of family members, friends & volunteers are in attendance providing your products & services with significant visibility.

WAYS TO MAKE YOUR SUPPORT COUNT

BECOME AN MSO MEDALIST

GOLD | \$15,000

- Company name & logo on MSO T-shirt.
- Booth at selected MSO events providing superior positioning for company brand.
- Company logo printed on MSO banner displayed at events.
- Full page ad in MSO Information & Registration Guide with state-wide distribution.
- Link on MSO website.
- Representation on Maryland Senior Olympic Commission Advisory Board with privilege to attend & participate in monthly meetings.

SILVER | \$10,000

- Company name & logo in MSO Information & Registration Guide.
- Booth at selected MSO events providing superior positioning for company brand.
- Half page ad in MSO Information & Registration Guide with state-wide distribution.
- Link on MSO website.

BRONZE | \$5,000

- Company name & logo in MSO Information & Registration Guide.
- Quarter-page ad in MSO Information & Registration Guide with state-wide distribution.
- Link on MSO website.

SPONSOR AN ATHLETIC TRAINER

At many MSO event athletic trainers are present to assist participants requiring physical assistance.

VOLUNTEERS! Promote community service for your employees by volunteering at events and also consider sponsoring the cost of the volunteer's shirts and lunches.

HISTORY OF THE MARYLAND SENIOR OLYMPICS

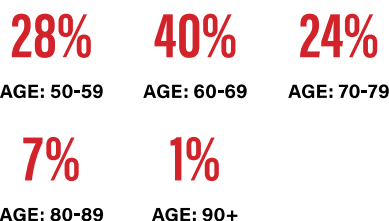
CHAMPIONS OF FITNESS & HEALTH FOR ACTIVE ADULTS



The Maryland Senior Olympics is considered one of the American's best state games for men and women 50 and older, and has played a major role in Maryland in raising physical fitness awareness within our senior population.

The Maryland Senior Olympics Games began in 1980 at Towson University through the joint efforts of Baltimore County and the Maryland State Commission on Physical Fitness with approximately 300 competitors. Since

its inception some 50,000 Marylanders have participated in MSO events ranging in age from 50 to 101 with a third being over 70. In recent years, the breakdown by age is as follows:



Maryland's success helped lead to the creation of the National Senior Games in 1985, where every other year some 12,000 senior athletes from all 50 states, Europe, Central America, and Canada participate. The MSOC was a prime mover in this effort and continues in a leadership role ranking in the top states

with qualifying competitors and medal winners.

The Maryland Senior Olympics games are held in venues throughout the state with MSO partnering with recreation and park agencies and with local and regional events such as the Kentlands/Lake-lands 5k race and the Robert I. Damie Race for Our Kids in Baltimore. In recent years Montgomery County has provided facilities, staff support, & funding for MSO along with grant assistance from the Maryland Department of Aging. Montgomery County Recreation's leadership in senior activities is key to our growing number of participants.

Your financial support will assist us in expanding our health & wellness programs & athletic games to under-served communities in our diversified state.

TO PARTICIPATE IS TO WIN!

SUPPORT MARYLAND'S SENIOR OLYMPIANS BY SHARING THE COSTS OF ONE OR MORE SPORTS

Archery	\$200	Diving	\$200	Swimming	\$500
Badminton	\$200	Golf	\$250	Table Tennis	\$500
Basketball 3 on 3	\$2,500	Horseshoes	\$100	Tennis	\$500
Basketball skills	\$250	Pickleball	\$3,000	Track & Field	\$3,000
Billiards	\$250	Power Lifting	\$100	Trap Shooting	\$100
Bocce	\$100	Racquetball	\$200	Triathlon	\$100
Bowling	\$1,000	Running	\$250	Volleyball	\$2,500
Cornhole	\$100	Shuffleboard	\$100	Walking	\$100
Cycling	\$500	Soccer	\$250	Wii Bowling	\$100
Disc Golf	\$200	Softball	\$1,000		
Athletic Trainers	\$1,000				
Volunteer shirts & lunches	\$1,000				

Your sponsorship will help defray the costs of facility fees, equipment, officials, insurance and medical coverage.



For more info about the Maryland Senior Olympics:

240-777-4930

info@mdseniorolympics.org



facebook.com/mdseniorolympics

instagram.com/mdseniorolympics

flickr.com/photos/mdseniorolympics

youtube.com/mdseniorolympics

MSO SPONSORSHIP DONATION

MARYLAND'S SENIOR OLYMPIANS THANK YOU FOR CONSIDERING A DONATION IN SUPPORT OF OUR ENDEAVORS.

COMPANY

CONTACT PERSON

ADDRESS

PHONE

EMAIL

- ☐ Gold \$15,000 or more
- ☐ Silver \$10,000
- ☐ Bronze \$5,000
- ☐ Registration/Event Guide Ad

MSO Registration & Event Guide Ad Sizes (in inches)		
1/8 page	3.5W x 2H	\$200
1/4 page	3.5W x 4.75H	\$300
1/2 page	7.5W x 4.75H	\$500
Full page	7.5W x 10H	\$1,000

I commit to donate \$ _____ to support the Maryland Senior Olympics.

SIGNATURE

DATE

PLEASE MAKE CHECK PAYABLE TO: Maryland Senior Olympics

MAIL TO: Maryland Senior Olympics, P.O. Box 6655, Columbia, MD 21045



Maryland Senior Olympics
P.O. Box 6655
Columbia, MD 21045

