



## **CORPORATE PARTNERSHIPS**

# EVENT OVERVIEW

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## STATE GAMES OF AMERICA

***July 31 - August 4, 2019***

Virginia Amateur Sports, founder and organizer of the Virginia Commonwealth Games, Liberty University and the City of Lynchburg will host a national event, the State Games of America July 31 -August 4, 2019. This is the first time Virginia has been selected to host this national multi-sports festival.

The State Games of America have been conducted biennially since 1999, with host cities including St. Louis (1999, 2001), Hartford (2003), Colorado Springs (2005, 2007, 2009), San Diego (2011), Hershey-Harrisburg, PA (2013), Lincoln, NE (2015) and Grand Rapids, MI (2017).

**All residents of Virginia are eligible to participate along with State Games participants from all other states who've earned a medal in the two years leading up to the State Games of America.**

The 2017 State Games of America in Grand Rapids saw participants from 47 states, as well as Washington D.C., Canada and the U.S. Virgin Islands.

### **Event Information:**

- Multi-Sport Olympic style national event featuring 55+ sports including the Ninja Challenge (first time), figure skating, pickleball, wing racing, tennis, track and field and other sports as well as *national event finals* for yoga, footgolf and floor ball
- 16,000+ athletes expected
- 35,000+ total attendance including spectators and athlete families expected
- \$10+ million estimated economic impact (direct visitor spending)
- 5,000 hotel and Liberty University dorm rooms expected to be booked
- 1,200+ volunteers
- Lynchburg City Schools, Lynchburg College, Randolph College and Sweet Briar College, Lynchburg Parks and Rec and other organizations and facilities will be used

<http://stategamesofamerica.com/>

Contact: Diane Williams – [dwilliams@commonwealthgames.org](mailto:dwilliams@commonwealthgames.org), 540-798-6982

# BRING YOUR GAME!

*2019 State Games of America at Liberty University*

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## **GOLD MEDAL CORPORATE SPONSOR**

**\$20,000**

### On Site Activation Opportunity

Choose a sport, event or high traffic location for the entire weekend

### Logo/Mention Included In State Games of America Media Campaigns including:

ABC 13 TV Campaign (minimum 50 spots, shared)

Billboards

ESPN/WIQQ, K92, The Journey, Radio Campaigns (minimum 75 spots, shared)

Home Magazine, Blue Ridge Outdoor Magazine

Event Flyers

Press Releases (4)

### State Games of America Event Program Ads – Exclusive Half Page

Official Program Guide (6,000 copies and online starting July 1)

High School All Star Baseball (Virginia Commonwealth Games)

Figure Skating

### Gold Medal Listing in All Program Guides

High School All Star Baseball (Virginia Commonwealth Games), Figure Skating, Official Program Guide

### Website

State Games of America (National website 2019) and Virginia Commonwealth Games websites

### Exclusive Message on the Liberty University Jumbo Screens

Five separate jumbo screens – week of Games

### Exclusive Social Media Posts on National Website

Facebook, Instagram and Twitter

### VIP Reception at Liberty University (250+ business leaders and supporters) August 1, 6-8pm, Liberty University

Reserved table with signage, presentation of a plaque, photo with celebrity speaker, signage

### Athlete Tailgate Party On Site Activation (5,000+ attendance) August 2, 4-6pm, Liberty University

Booth with prime location

### Opening Ceremonies (15,000+ attendance) August 2, 7-9pm, Liberty University

Four invitations to the Presidential private suite, special seating

Digital signage on stage or jumbo screen during event

PA announcements

### Press Conference at Liberty University

Recognition as a Gold Medal Sponsor

### Passes to Events

25 passes to be used for State Games of America events



# BRING YOUR GAME!

*2019 State Games of America at Liberty University*

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## **SILVER MEDAL CORPORATE SPONSOR**

**\$12,500**

### On Site Activation Opportunity

Choose a sport, event or high traffic location for the entire weekend

### Logo/Mention Included In State Games of America Media Campaigns including:

ABC 13 TV Campaign (minimum 50 spots, shared)

ESPN/WIQQ, K92, The Journey, Radio Campaigns (minimum 75 spots, shared)

Press Releases (2)

### State Games of America Event Program Ads – Quarter Page

Official Program Guide (6,000 copies and online starting July 1)

High School All Star Baseball (Virginia Commonwealth Games)

Figure Skating

### Silver Medal Listing in All Program Guides

High School All Star Baseball (Virginia Commonwealth Games), Figure Skating, Official Program Guide

### Website

State Games of America (National website 2019) and Virginia Commonwealth Games websites

### Exclusive Message on the Liberty University Jumbo Screens

Three separate jumbo screens – week of Games

### Exclusive Social Media Post on National Website

Facebook

### VIP Reception at Liberty University (250+ business leaders and supporters) August 1, 6-8pm, Liberty University

Presentation of a plaque, photo with celebrity speaker, signage

### Athlete Tailgate Party On Site Activation (5,000+ attendance) August 2, 4-6pm, Liberty University

Booth

### Opening Ceremonies (15,000+ attendance) August 2, 7-9pm, Liberty University

Two invitations to the Presidential private suite, special seating

Digital signage on stage or jumbo screen during event

### Passes to Events

15 passes to be used for State Games of America events



# BRING YOUR GAME!

*2019 State Games of America at Liberty University*

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## **BRONZE MEDAL CORPORATE SPONSOR**

**\$8,500**

### On Site Activation Opportunity

Choose a sport for the entire weekend

### Logo/Mention Included In State Games of America Media Campaigns including:

ESPN/WIQQ, K92, The Journey, Radio Campaigns (minimum 50 spots, shared)

Press Release (1)

### State Games of America Event Program Ads – Quarter Page

Official Program Guide (6,000 copies and online starting July 1)

High School All Star Baseball (Virginia Commonwealth Games)

Figure Skating

### Bronze Medal Listing in All Program Guides

High School All Star Baseball (Virginia Commonwealth Games), Figure Skating, Official Program Guide

### Website

State Games of America (National website 2019) and Virginia Commonwealth Games websites

### Exclusive Message on the Liberty University Jumbo Screens

One jumbo screen – week of Games

### Exclusive Social Media Post on National Website

Facebook

### VIP Reception at Liberty University (250+ business leaders and supporters) August 1, 6-8pm, Liberty University

Presentation of a plaque, photo with celebrity speaker, signage

### Athlete Tailgate Party On Site Activation (5,000+ attendance) August 2, 4-6pm, Liberty University

Booth

### Opening Ceremonies (15,000+ attendance) August 2, 7-9pm, Liberty University

Two invitations to the Presidential private suite, special seating

Digital signage on stage or jumbo screen during event

### Passes to Events

5 passes to be used for State Games of America events



## Additional Opportunities For The State Games of America

**Food Donation Campaign (\$150)** – Help support the State Games of America Food Donation Campaign goal of feeding over 2,000 local families a meal. Donation will be used towards purchasing food. A shout out to your company will be featured on social media and in the Virginia Amateur Sports newsletter (15,000) as a thank you.

**E-Coupon (\$500)** – Electronic coupons distributed three times in 2019 to the Virginia Amateur Sports database (15,000+) and to all participants of the 2019 State Games of America. Opportunity to reach athletes, coaches, families and spectators all year long. Included in mass email/newsletter

**Food Vendor (\$500)** – Sell or sample food products at the Athlete Tailgate Party (approximately 5,000+ attendance)

**Sports Vendor (\$1,000)** – Sell or sample products at specific sports events on site and talk with athletes, coaches, families and spectators. Choose a sport or event that works best for your company. Merchandise must be approved.

**Athlete Tailgate Party Vendor (\$1,000)** – Sell or sample products at the Athlete Tailgate Party (approximately 5,000+ attendance). Will be included in contest and promotions. Merchandise must be approved.

**Jumbo Screen Signage** – Promote your business and message on the Liberty University jumbo screens that will rotate throughout the State Games of America (exclusive PowerPoint slides)

2 - \$500

5 - \$1,000

**Community Basketball Team Sponsor (\$1,500)** – exclusive sponsor of a local charitable youth team from the Boys and Girls Club, Jubilee Family Center or other worthy organizations. Includes entry fee for the team, name on uniform or practice shorts, tickets to games, specialty items provided for the teams like water bottles/back packs/food/basketballs. Sponsorship allows a team to also participate in the Athlete Tailgate Party, Opening Ceremonies and American Ninja camp.

**Volunteer Sponsor (\$2,000)** – Support over 1,200 volunteers that help make the Games run! Your logo will be on all volunteer shirts, signage at the volunteer tents, recognition in all the official program guides, recognition at the VIP Reception and one social media recognition post. Your sponsorship will help feed and fuel the volunteers!

