



December 15, 2016

Dear Community Partner,

The 2017 Senior Games, hosted by the City of Dallas Park & Recreation Department will be held at various locations throughout Dallas, beginning February 22-28, and March 4-5, 2017. The Senior Games will kick off with a 5 k run/fun walk at 9am at the Food and Fiber pavilion at Fair Park and the Opening Ceremony at 10am. The other competitive games will be hosted at different locations throughout the City of Dallas. The games will consist of 12-15 competitions including pickle ball, cycling, swimming, track basketball, tennis, bridge and golf.

We are soliciting corporate sponsorships for this returning event. Expected attendance will range from 600 or more individuals at the opening ceremony to several hundred at the competitions. The senior games held across the country occur throughout the year and offer seniors the opportunity to compete for prizes and recognition. As the single largest section of the general public, many companies market specifically to seniors.

There are five levels of sponsorship available all offering promotional opportunities at venues, with participants and through all media and advertising placed to promote the Senior Games. Please secure your sponsor level by January 16, 2017.

Thank you for your consideration. I will follow up with a call next week.

LET THE GAMES BEGIN!

Daryl Quarles
Senior Program Division Manager
Dallas Park & Recreation Department
214-670-0355
Daryl.quarles@dallascityhall.com

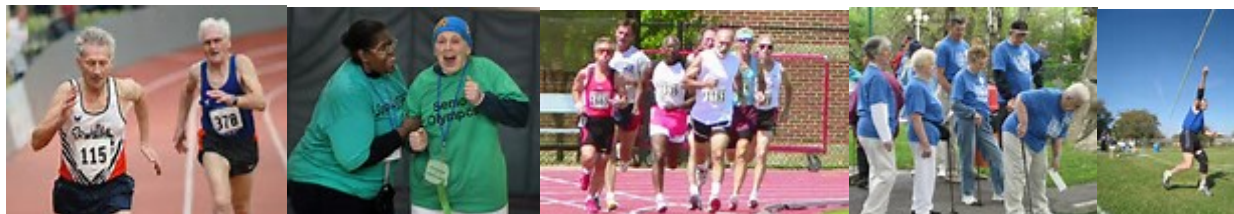
Sponsorship Levels Available

\$10,000 Platinum Sponsorship Level (2 available)

- Sponsor logo on the back of the Senior Games T-shirts
- Sponsor Logo on the back of the Senior Games volunteer t-shirts
- Sponsor logo on the athlete application and online registration
- Sponsor logo on all senior games promotional materials
- Sponsor recognition at all events
- On-site opportunity at Senior Games Opening Ceremonies/Fun Walk
- Banner recognition at 5 Games Venues
- Promotional materials and literature can be included in athlete goody bag
- Twenty complimentary entries to the Fun Walk/Opening Ceremony
- Twenty complimentary entries to Senior Games (not including, golf, team sports, and bowling,)
- Sponsor logo included in all media channels (broadcast, radio, print and digital)

\$5,000 Gold Sponsorship Level (4 available)

- Sponsor recognition on the Senior Games promotional materials
- Logo recognition on Senior Games volunteer t-shirts
- On- site opportunity at Senior Games Opening Ceremony/Fun Walk
- Banner recognition at three senior games venues
- Promotional materials and literature can be included in the athlete goody bag
- Fifteen (15) complimentary entries to the Fun Walk
- Fifteen (15) complimentary entries to the Senior Games (not including, cycling, tennis, golf, team sports and bowling)
- Special recognition during opening ceremony
- Name inclusion in all media channels



\$2,500 Silver Sponsorship Level (6 available)

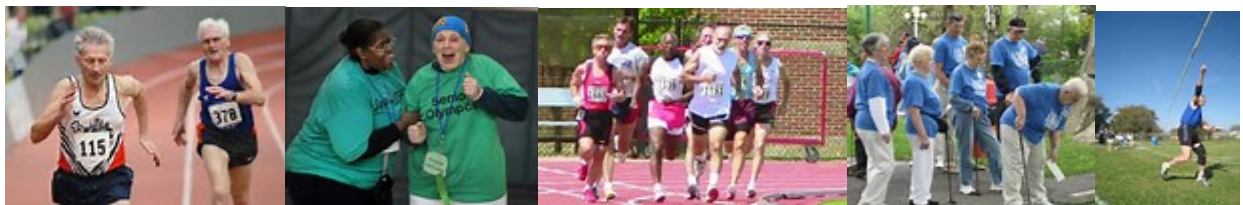
- On- site opportunity at Senior Games Fun Walk
- Banner recognition at two Venues
- Ten (10) complimentary entries to the Fun Walk
- Ten (10) complimentary entries to the Senior Games activities (not including tennis, golf, cycling, bowling and team sports)
- Name listed on promotional materials

\$1,000 Bronze Sponsorship Level (6 available)

- Banner recognition at one Venue
- On-site opportunity at Senior Games Fun Walk
- Five (5) complimentary entries in the fun walk
- Two (2) complimentary entries to the Senior Game activities (not including tennis, golf, cycling, bowling and team sports)

\$500 Community Sponsor Level (10 available)

- Two (2) entries in Fun Walk
- Name listed on promotional materials
- On site opportunity at Senior Games Fun Walk





Sponsorship Commitment Form

Mark Level of Sponsorship Commitment

- _____ \$10,000 Platinum Sponsorship Level _____ \$5,000 Gold Sponsorship Level
_____ \$ 2,500 Silver Sponsorship Level _____ \$ 1,000 Bronze Sponsorship Level
_____ \$500 Community Sponsor

Name for recognition _____

Name _____ Address _____

City/State/Zip Code _____

Email address _____

Commitment Signature _____ Date _____

Make checks payable to:
Dallas Park & Recreation- Senior Games
8007 E. Northwest Highway, Dallas, TX 75238

All Sponsor logos due by January 16, 2017.

For more information, call 214-671-1602 or visit www.dallasparcs.org

Thank you for your support!