

## Event Support Application

This application is for consideration for financial support from the Santa Rosa Tourism Business Improvement Area (SRTBIA). **Only events that produce lodging room nights will be considered for funding.** Application review for SRTBIA support will take place at regularly scheduled Board meetings. Please submit completed application to Anne Mitchell, Santa Rosa Convention & Visitors Bureau, by email at [anmem@visitsantarosa.com](mailto:anmem@visitsantarosa.com).

Event Details	
Event Name	Sonoma Wine Country Senior Games
Event Date(s)	June 1-5, 2011
Event Description	a world-class, olympic format, international sporting event for athletes 50+ a
Is this a new or returning event?	New event
Contact Name, Phone & Email	Stephanie Domenichelli 525-0143 x146 <sup>sdomenichelli@councilonaging.com</sup>
Legally Responsible Organization	Council on Aging
Total Event Cost	\$50,000+ (still unknown)
Amount Requested	\$5,000
How Will Funds from SRTBIA Be Used?	to produce the event including opening ceremony and venue rentals Supplies

General Event Information (Please answer all questions fully)	
How many room nights will the event generate?	2011 → 25-40 2012 → 100+
Who is the target audience for this event? What is the anticipated attendance?	50+ age group (see attached) 600-800 athletes (2011)
If this is an existing event, how many room nights has it produced in the past?	N/A

Describe the event's capacity to incubate (can the event grow over the years?).	The future growth potential for this event is unlimited In 5 years we hope to have 10000
How does this event support or re-affirm Santa Rosa's brand?	This event will be focused <u>Athlet</u> in Santa Rosa and promote <u>Tourism, lifestyle &amp; wellness.</u>
Describe the community support for this event. Include financial and in-kind support.	We have businesses that will be sponsoring w/ both \$ and <u>Volunteers</u>
How will this event be funded in the future?	Through sponsorships and registration fees.
Describe the marketing plan for the event. What type of exposure will Santa Rosa get?	Santa Rosa will get full exposure through website, ads, articles, Ca. State website and National Games <u>website</u>
Additional information or comments.	Please See attached

Applications will be reviewed and considered only at regularly scheduled SRTBIA board meetings. Please attach any other documentation that you feel will be beneficial to the SRTBIA in making its decision regarding funding for this event. *All events receiving funding are required to meet state, local and federal requirements, including any insurance, licensing, permits, certificates, etc.*



OUR MISSION IS TO PROMOTE INDEPENDENCE AND HEALTHY LIFESTYLES FOR SENIORS THROUGH EDUCATION, FITNESS AND THE SPIRITED COMPETITION OF SPORTS, WHILE INSPIRING EVERYONE TO EMBRACE HEALTH AND APPRECIATE AND ENJOY THE VALUE OF SPORTS RELATED EXERCISE.

*A lifestyle and wellness program brought to you by:*





## COUNCIL ON AGING

### IDENTIFYING A NEED AND TAKING THE LEAD

In 2010 Council on Aging identified the need to enhance the quality of life for Sonoma County's aging community while engaging the younger more active seniors. The opportunity to host the **Sonoma County Wine Country Senior Games** addresses this need.

Our Mission at Council on Aging is "To enhance to quality of life for Sonoma County's aging community by providing services that promote well-being and maintain independence".

Council on Aging is proud to take the lead in bringing this amazing opportunity to Sonoma County. We look forward to building many wonderful partnerships in the process.





## WHAT ARE THE SONOMA WINE COUNTRY SENIOR GAMES?

The **Sonoma Wine Country Senior Games** will strive to become a world-class, Olympic-format, international sporting event for athletes 50 years and better.

The “Games” will provide participants a total experience, not just another sporting competition. Attendees will enjoy Sonoma-focused festivals, celebrations, social events, health screenings, food and wine experiences, and help to foster relationships that will last a lifetime.

The **Sonoma Wine Country Senior Games** will truly be a celebration of life after 50 and redefine “A Senior Moment!”





COUNCIL ON AGING

HAS FORMED PARTNERSHIPS TO HELP BRING SENIOR GAMES TO SONOMA COUNTY WITH THE FOLLOWING:

- City of Cloverdale
- Cloverdale Chamber of Commerce
- County of Sonoma Parks and Recreation
- Flamingo Hotel and Convention Center
- Healdsburg Chamber of Commerce
- Santa Rosa Convention & Visitor Bureau
- Santa Rosa Junior College
- Santa Rosa Parks and Recreation
- Santa Rosa Chamber of Commerce
- Sutter Medical Center of Santa Rosa
- Windsor Chamber of Commerce
- Winzler and Kelly





# SONOMA WINE COUNTRY *Senior Games*

*feel the moment*

## SPORT EVENTS FOR JUNE 1-5, 2011:

- Basketball
- Bocce Ball
- Bowling
- Golf
- Road Race
- Swimming
- Soccer
- Tennis
- Walking Tours

## VENUES FOR 2011

Santa Rosa Junior College

A Place to Play

Julliard Park

City of Cloverdale/Sonoma

County Russian River Park

Windsor Golf Course





### ADDITIONAL EVENTS TO ADD FOR JUNE, 2012

- Archery
- Badminton
- Ball Room Dancing
- Bridge
- Chess
- Croquet
- Cycling
- Golf
- Horseshoes
- Lawn Bowling
- Pickleball
- Race-walking
- Racquetball
- Square Dancing
- Table Tennis
- Track and Field
- Trap-Shooting
- Triathlon
- Volleyball
- West Coast Swing Dancing

### OTHER DISCUSSED ADDITIONS FOR 2012

- Bass Fishing
- Extreme Mountain Biking
- Fencing
- Polo
- Rugby
- Softball
- Trail Running
- Water Polo





## PARTICIPANT PROFILE

### Marital Status

Married 80%  
Divorced 7%  
Widowed 6%

### GENDER

Male 60%  
Female 40%

### HOUSEHOLD INCOME

< \$35,000 11%  
\$35-50,000 12%  
\$50-75,000 22%  
\$75-100,000 19%  
Over \$100,000 36%

### Internet Usage

Use regularly: 98%  
Own computer: 98%  
Shop online: 80%  
Bank online: 62%

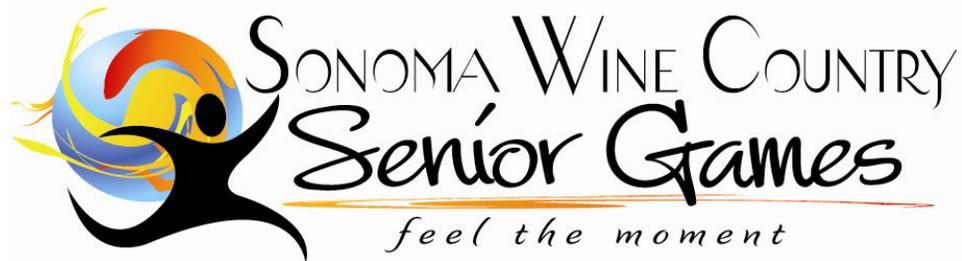
### Employment

Retired: 60%  
Full-Time: 28%  
Part-Time: 12%

### EDUCATION

High School 7%  
Some College 14%  
College Graduate 35%  
Post Grad 44%

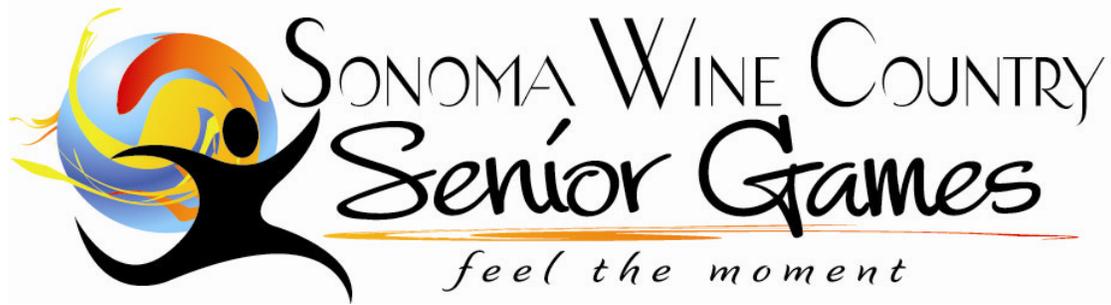




## THE 50+ MARKET

- Someone in the U.S. turns 50 every 7 seconds.
- Control 77% of the nation's assets and own 50% of all corporate stock
- Spend over \$300 billion in discretionary income each year
- Account for 50% of all vacation travel each year and 80% of luxury travel
- Acquire 41% of all new cars
- Spend \$35 billion on their grandchildren each year
- Purchase 74% of all prescription drugs and 51% of all OTC products
- Spend \$7 billion online each year
- Spend more per capita on groceries, travel and leisure than any other age group
- 47% of Baby Boomers say they will continue working after retirement.
- In 2010, over half of all U.S. heads-of-households will be 50+.
- Consumers age 50+ currently spend \$2.6 trillion on goods and services.



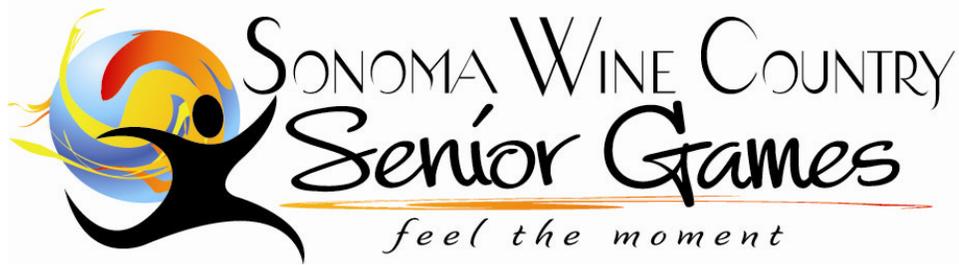


## REASONS TO SPONSOR THE GAMES

- Year-round exposure to hundreds of thousands of potential customers through State and National Senior games websites, radio, and other forms of media outlets.
- The Senior Games movement is the premier platform to reach out to the fastest-growing and most affluent demographic in the United States today.
- Demonstrates to the community your commitment to social responsibility.
- Opportunity to participate in a community wide partnership promoting economic development and healthy aging because the **Sonoma Wine Country Senior Games** will promote healthy, active lifestyles for adults over the age of 50.

The **Sonoma Wine Country Senior Games** offer flexible sponsorship packages to partners who want to share in this amazing experience.





## SPONSORSHIP OPPORTUNITIES

- Principle Sponsor - \$25,000
- Platinum Sponsor - \$15,000
- Gold Medal Sponsor - \$10,000
- Silver Medal Sponsor - \$5,000
- Bronze Medal Sponsor - \$2,500
- Blue Ribbon Sponsor - \$1,000 +

Monetary contributions listed above represent cash monies. Through negotiation, a blend of in-kind donation of items that would otherwise be purchased by the Games may be combined with cash monies to achieve the various sponsorship levels.

Descriptions of the benefits associated with the various levels of sponsorship can be found on the following pages.





## \$25, 000 PRINCIPLE SPONSOR

- Primary Logo recognition on official event T-Shirts participants registration bags.
- Primary Logo recognition in Official Entry Applications and Program.
- Primary Logo Recognition in all media.
- Primary Logo Recognition on Website with link.
- Logo Recognition in **Sonoma Seniors Today** publication (circ. 13,000).
- Recognition and opportunity to speak at Opening Ceremonies and any other official events of your choice.
- Logo Recognition during the Games on signs at registration and in banners that will be displayed during Opening Ceremonies and throughout the games.
- Sponsor table at all events.
- VIP seating for up to EIGHT at any event.
- Table for EIGHT - May 7, 2011 Derby Day event at Sonoma-Cutrer Winery
- Principle Sponsor Recognition in **Press Democrat** full-page Thank you ad.
- Complimentary tickets to all events including EIGHT tickets to Wine Reception and Celebration of Athletes.
- Option to include P.R. material and product samples in registration bags.
- Full page advertisement in Official Program.
- Use of Games logo and term “Principle Sponsor” in your company’s promotional materials.
- Additional specific benefits can be negotiated with the individual sponsor.





## \$15,000 PLATINUM SPONSOR

- Secondary Logo recognition on official event T-Shirts participants registration bags.
- Secondary Logo recognition in Official Entry Applications and Program.
- Secondary Logo Recognition in all media.
- Secondary Logo Recognition on Website with link.
- Logo Recognition in **Sonoma Seniors Today** publication (circ. 13,000).
- Recognition and opportunity to speak at Opening Ceremonies
- Logo Recognition during the Games on signs at registration and in banners that will be displayed during Opening Ceremonies and throughout the games.
- Sponsor table at registration, opening ceremonies and 4 events
- FOUR Tickets to May 7, 2011 Derby Day at Sonoma-Cutrer Winery
- Sponsor Recognition in **Press Democrat** full-page Thank you ad.
- EIGHT tickets to Wine Reception and Celebration of Athletes.
- Option to include P.R. material and product samples in registration bags.
- 1/2 page advertisement in Official Program.
- Additional specific benefits can be negotiated with the individual sponsor.





## \$10,000 GOLD MEDAL SPONSOR

- Logo recognition on official event T-Shirts participants registration bags.
- Logo recognition in Official Entry Applications and Program.
- Logo Recognition in all media.
- Logo Recognition on Website with link.
- Logo Recognition in **Sonoma Seniors Today** publication (circ. 13,000).
- Recognition at Opening Ceremonies
- Sponsor table at registration, opening ceremonies and one event
- Sponsor Recognition in **Press Democrat** full-page Thank you ad.
- FOUR tickets to Wine Reception and Celebration of Athletes.
- Option to include P.R. material and product samples in registration bags.
- 1/2 page advertisement in Official Program.
- Additional specific benefits can be negotiated with the individual sponsor.

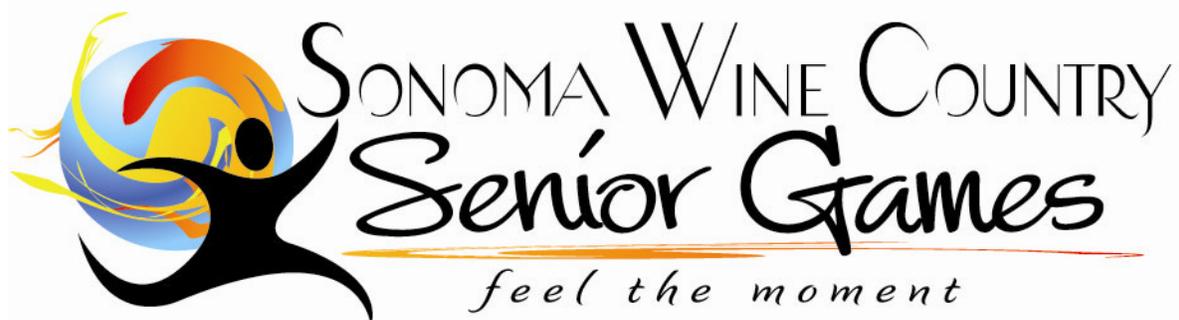




## \$5,000 SILVER MEDAL SPONSOR

- Logo recognition on official event T-Shirts
- Logo recognition in Official Program.
- Logo Recognition on Website with link.
- Recognition in **Sonoma Seniors Today** publication (circ. 13,000).
- Recognition at Opening Ceremonies
- Sponsor table at registration and opening ceremonies
- Sponsor Recognition in **Press Democrat** full-page Thank you ad.
- Option to include P.R. material and product samples in registration bags.
- 1/4 page advertisement in Official Program.
- Additional specific benefits can be negotiated with the individual sponsor.





## \$2,500 BRONZE MEDAL SPONSOR

- Logo recognition on official event T-Shirts
- Recognition in Official Program.
- Logo Recognition on Website with link.
- Recognition in **Sonoma Seniors Today** publication (circ. 13,000).
- Sponsor table at registration
- Recognition in **Press Democrat** full-page Thank you ad.
- Option to include P.R. material and product samples in registration bags.
- 1/8 page advertisement in Official Program.
- Additional specific benefits can be negotiated with the individual sponsor.



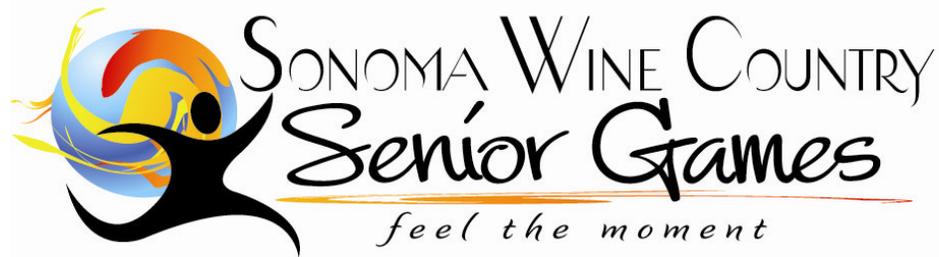


**\$1,000 + BLUE RIBBON SPONSOR**

- Logo recognition in Official Program.
- Logo Recognition on Website with link.
- Recognition in **Sonoma Seniors Today** publication (circ. 13,000).
- Recognition in **Press Democrat** full-page Thank you ad.
- Option to include P.R. material and product samples in registration bags.



30 KAWANA SPRINGS RD. SANTA ROSA, CA 95404  
(707) 525-0143 [COUNCILONAGING.COM](http://COUNCILONAGING.COM)



**Sponsorship Level:**

- \$25,000 Principle Sponsor
- \$15,000 Platinum Sponsor
- \$10,000 Gold Medal Sponsor
- \$5,000 Silver Medal Sponsor
- \$2,500 Bronze Medal Sponsor
- \$1,000 + Blue Ribbon Sponsor

**Contact Information**

Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Tel. Email: \_\_\_\_\_

Your Contribution is tax deductible. Payments should be made to:

Sonoma Wine Country Senior Games

C/O Council on Aging

30 Kawana Springs Road

Santa Rosa, CA 95404

Tel. 707.525-0143 x 146 501(c)3 Tax ID Number: 94-6138714

Fax to (707) 525-0454

Method of payment: \_\_\_\_\_ Check \_\_\_\_\_ Credit Card - Exp.:

CC#.: \_\_\_\_\_

Signature: \_\_\_\_\_



# THANK YOU!

For More Information on Sponsoring the  
Sonoma Wine Country Senior Games  
please contact:  
Stephanie Domenichelli, Chair  
Sonoma Wine Country Senior Games  
(707) 525-0143 x 146  
[sdomenichelli@councilonaging.com](mailto:sdomenichelli@councilonaging.com)

