

## Event Details

<b>Event Name</b>	Sonoma Wine Country Games
<b>Event Date(s)</b>	June 4 – 14, 2015
<b>Event Description</b>	Celebration of life after 50 featuring 20 sporting events and two socials – Celebration of Athletes and Cheers to the Champions.
<b>Event Location</b>	Throughout Sonoma County with the hub of activities happening in Santa Rosa at SRJC, Santa Rosa High School, A Place to Play, Findley Center and Julliard Park
<b>Is this a new or returning event?</b>	returning
<b>Contact Name</b> <b>Phone</b> <b>Email</b> <b>Mailing Address</b>	Amy Crabb 707-525-0143 X146 <a href="mailto:acrabb@councilonaging.com">acrabb@councilonaging.com</a> 30 Kawana Springs Rd. Santa Rosa, CA 95404
<b>Legally Responsible Organization</b>	Council on Aging
<b>Total Event Cost</b>	\$110,000
<b>Amount Requested</b>	\$5,000
<b>How Will Funds from SRTBIA Be Used?</b>	To market the event to athletes outside of Sonoma County

## General Event Information (Please answer all questions fully)

<b>How many room nights will the event generate?</b>	300+
<b>Who is the target audience for this event?</b>	Participants and potential participants 50+
<b>What is the anticipated attendance?</b>	1500+
<b>Attendees from out of Sonoma County?</b>	825
<b>Attendees from within Sonoma County?</b>	675
<b>What is the history of this event?</b>	Inaugural event in 2011 with 450+ participants, 1,250 participants in 2014
<b>If this is an existing event, how many room nights has it produced in the past and what hotels were used?</b>	With 682 athletes coming from outside of Sonoma, Napa, Marin and Mendocino counties and many of the competitions taking place over two or more days, many athletes stayed in the area. Many chose hotels that are more budget priced than was on the official lodging list. We estimate a total of close to 300 room nights.
<b>Have you approached or contracted with any hotels for the event for which you are requesting support? If so, what hotel(s) and how many room nights have you requested?</b>	No – work with SRCVB
<b>If you receive event support from the SRTBIA, we ask that you exclusively use the Santa Rosa CVB services for securing room nights (there is no charge for this service). Will you be able to do so? If not, why?</b>	Yes – as long as there are rooms available in Santa Rosa
<b>Describe the event's capacity to incubate (Can this event grow in the future years?) What kind of room night growth do you anticipate over the years?</b>	Yes, we are modeling our event after the Huntsman Senior Games located in St. George, Utah which attracts over 10,000 athletes over two weeks of games.
<b>How does this event support or re-affirm Santa Rosa's brand?</b>	Santa Rosa is a place of plenty and Sonoma Wine Country Games marketing materials and outreach efforts encourage participants to Come to Compete, Stay to Play and bring all of their passions – sport, wine, dining, shopping, spa, etc – together in Sonoma Wine Country.
<b>Describe the community support for this event. Include financial and in-kind support.</b>	Kaiser and St. Joseph Health are our two major sponsors with many in-kind media (Wine Country radio, PD), local business, SRJC and over 150 volunteers coming together to make this event a reality.

<p><b>How will this event be funded in the future?</b></p>	<p>Continue to build monetary sponsor base with businesses and foundations that support seniors and healthy living in the community. Athletes also pay a registration fee.</p>
<p><b>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</b></p>	<p>We have seen substantial growth from participants outside of the immediate area when we have the funding to market. Efforts thus far have included Huntsman Games in Utah, Florida, Ohio, Arizona, Oregon and various CA markets including Pasadena, San Diego, Palm Desert, Sacramento and Fresno.</p>
<p><b>Will there be media coverage of this event? Local – Regional – National</b></p> <p><b>With this media coverage, describe who will be covering this event</b></p>	<p>In the past we have received local media coverage in the PD, radio and local print media. Athlete stories have appeared in Fresno, Sacramento and San Francisco papers. One TV station in SF covered an athlete profile.</p>
<p><b>Additional information or comments.</b></p>	<p>We are making a concerted effort to keep the hub of events in Santa Rosa and hope to continue this tradition.</p> <p>Attached is a sponsor packet that contains additional information on the event.</p> <p>We appreciate your consideration!</p>

Applications will be reviewed and considered only at regularly scheduled SRTBIA board meetings. Please attach any other documentation that you fill 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.*

**2015 Sponsors & Partners**

**Join us!**



Competitions for athletes 50+



*...Know that you are the torchbearer for those younger. You show them not just what you can do, but what they will be able to do. You show them their future.*

*– Excerpt from **Creed for the Ancient Marathoner***

# What is Wine Country Games?

As spring heads towards summer all across Sonoma County, there's a celebration underway. And those who have walked the earth awhile are our special guests. A few wrinkles...some balding? These are badges of honor as we cinch up our athletic shoes, warm up our hamstrings and prove that aging does not mean old!

## Competitions and Sporting Events for Age 50+

From swimming and basketball to track & field, pickleball, cycling, bocce, tennis and more, Sonoma Wine Country Games encourage healthy and active lifestyles for those aged 50+ and inspire ALL to take an active role in determining the quality of their aging experience.

## Part of Senior Games Movement

Wine Country Games is part of a growing, nationwide Senior Games movement. These games, which are now in almost every state, reflect a new attitude for America's aging population: Stay active, stay healthy, age well!

## Community-Wide Event

One for all and all for one! We could never produce an event of this magnitude and quality without the support of our partners and sponsors who include: Kaiser Permanente, St. Joseph Health, Santa Rosa Junior College, Lambert Bridge Winery, Verihealth, City of Santa Rosa, Santa Rosa Convention & Visitors Bureau, Exchange Bank, First Community Bank, Varena, The Press Democrat, KSRO-Wine Country Radio, Stage Gourmet To Go, At Home Nursing, Art Neibrief, Umpqua Bank, Spring Lake Village, AT&T ... and YOU!



*The Games keep me motivated! —Harold K., 71*

# Who are Wine Country Games participants?

A police officer who gets up early to cycle every day, a retired bank president with a killer serve, a grandmother of six who relishes her swim, a loving niece who volunteers to help: These and hundreds more are the people of Wine Country Games. From teenagers to closing in on 90+, they're athletes, competitors, and life-loving seniors and their families who aim to live with passion!

## Demographics

In a snapshot, Wine Country Games participants are:

- Predominately Sonoma County residents or from greater California, with more coming from out-of-state each year.
- Slightly more men than women, mostly married, highly educated with good incomes, computer savvy, 60% retired.
- Age 50+—the most influential group in the U.S. today and growing fast! They control 77% of the nation's assets and spend over \$300 billion in discretionary income annually.

## Attitude

With 17+ sporting events to choose from, Games participants vary widely in their choice of activities but in attitude they are much the same. They choose to stay engaged, active and healthy. And, time and again, they prove they have the strength and drive to grab the Gold!



*I will never forget the torrent of tears that poured from my eyes when I crossed the finish-line that first time.*  
—Marianne H., 61

# Why support Wine Country Games?

In a nutshell, because we are all aging and if we are lucky we will grow old. Wine Country Games is helping to make this experience awesome! When you join us, you become a change-leader for a greater future.

## **Exposure to Powerful Demographic**

### *Mighty and growing fast*

Wine Country Games gives you direct access to the fastest growing and most affluent group of people in Sonoma County today. The Games receive ample local and regional media exposure and provide year-round exposure to potential customers through media outlets for senior games events across the country.

## **Create Happier, Healthier Aging**

### *We lead the way!*

They say “50” is the new “40” and in many ways we are aging better than ever. Wine Country Games is about living healthier now and creating a new mind set for generations to come. Let’s show our kids how to age well!

## **Hosted by Council on Aging**

### *We serve those in need*

Council on Aging is here for seniors every step of the way. Council on Aging programs serve over 5,000 Sonoma County seniors in need each year. Our programs include Meals on Wheels, as well as social, financial, legal and other nutritional services for seniors. These programs meet a vital need, serving seniors who are isolated and living in poverty.

## **Will you join us?**



—Patty B., 57. Softball silver medalist and coach

Hosted by **Council on Aging Services for Seniors**

# Sponsorship opportunities & benefits

## Principal Sponsor

\$25,000

- Primary Logo recognition on official event T-Shirts.
- Primary Logo recognition in Official Program.
- Full page advertisement in Official Program.
- Primary Logo Recognition on Website with link and description.
- Primary Logo Recognition in monthly e-Newsletter—*Athlete's Corner*.
- Primary Logo Recognition in *Sonoma Seniors Today* publication ads.
- Principal Sponsor Recognition in *Sonoma Seniors Today* thank you ad.
- Primary Logo Recognition during the Games on signs and banners.
- Sponsor table at all events.
- VIP tickets for eight to both Celebration events and Principal Sponsor recognition.
- Materials in athlete goody bag.
- Principal sponsor recognition in all media releases.
- Use of Games logo and term "Principal Sponsor" in your company's promotional materials.
- Event collateral for your internal use such and an in-house presentation to create excitement within your company and encourage employee participation as a volunteer or athlete.
- Additional specific benefits can be negotiated with the individual sponsor.

**Plus:** Experience the fun of  
**Meals on Wheels Derby Day** May 2, 2015  
with a Table for ten.



*Physically, mentally and socially engaging...friendship set to music!*

—Tom M., 75

Hosted by **Council on Aging Services for Seniors**

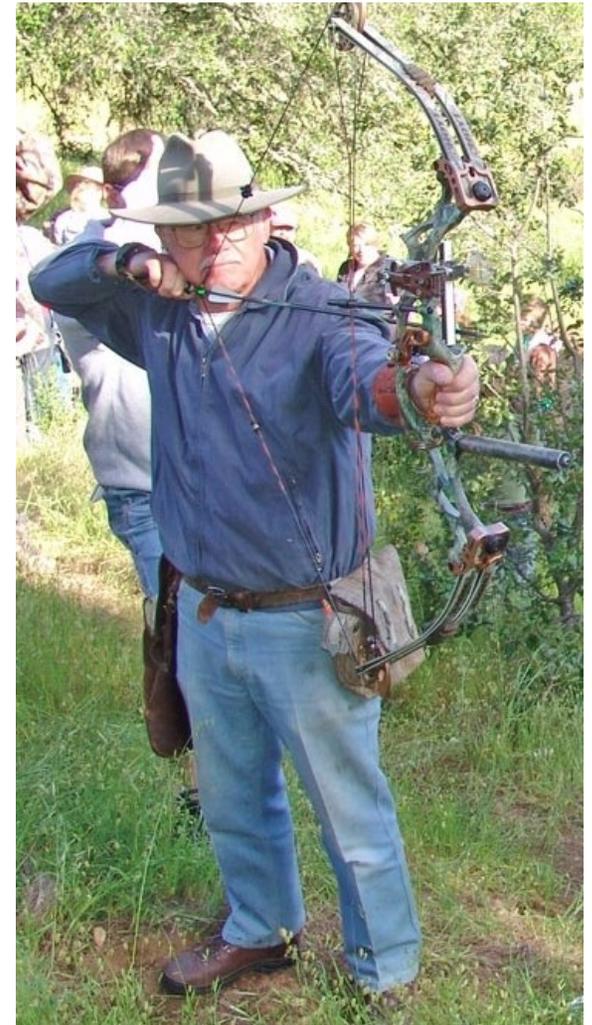
# Sponsorship opportunities & benefits

## Platinum Sponsor

\$15,000

- Secondary Logo recognition on official event T-Shirts.
- Secondary Logo recognition on Official Program.
- Full page advertisement in Official Program.
- Secondary Logo Recognition on Website with link and description.
- Secondary Logo Recognition in monthly e-Newsletter—*Athlete's Corner*.
- Sponsor Recognition in *Sonoma Seniors Today* full-page thank you ad.
- Logo Recognition during the Games on signs and banners.
- Sponsor table at all events.
- Six tickets to each Celebration event.
- Materials in athlete goody bag.
- Event collateral for your internal use such and an in-house presentation to create excitement within your company and encourage employee participation as a volunteer or athlete.
- Additional specific benefits can be negotiated with the individual sponsor.

**Plus:** Experience the fun of  
**Meals on Wheels Derby Day** May 2, 2015  
with four event tickets.



*Doing the things you like to do is the key to longevity!*  
—Burrell W., 84

Hosted by **Council on Aging Services for Seniors**

# Sponsorship opportunities & benefits

## Gold Medal Sponsor

\$10,000

- Logo recognition on official event T-Shirts.
- Logo recognition in Official Program.
- Three quarter page advertisement in Official Program.
- Logo Recognition on Website with link and description.
- Logo Recognition in monthly e-Newsletter—*Athlete's Corner*.
- Recognition in *Sonoma Seniors Today* full-page thank you ad.
- Logo Recognition during the Games on signs and banners.
- Sponsor table at both Celebration events.
- Four tickets to each Celebration event.
- Materials in athlete goody bag.
- Event collateral for your internal use such and an in-house presentation to create excitement within your company and encourage employee participation as a volunteer or athlete.
- Additional specific benefits can be negotiated with the individual sponsor.

**Plus:** Experience the fun of  
**Meals on Wheels Derby Day** May 2, 2015  
with two event tickets.



—Steve S., 64

# Sponsorship opportunities & benefits

## Silver Medal Sponsor

\$5,000

- Logo recognition on official event T-Shirts.
- Logo recognition in Official Program.
- Half page advertisement in Official Program.
- Logo recognition on Website with link and description.
- Logo recognition on monthly e-Newsletter—*Athlete's Corner*.
- Recognition in *Sonoma Seniors Today* full-page thank you ad.
- Logo Recognition during the Games on signs and banners.
- Sponsor table at Celebration events.
- Two tickets to each Celebration event.
- Materials in athlete goody bag.
- Event collateral for your internal use such and an in-house presentation to create excitement within your company and encourage employee participation as a volunteer or athlete.
- Additional specific benefits can be negotiated with the individual sponsor.



—Neil S., 61

# Sponsorship opportunities & benefits

## Bronze Medal Sponsor

\$2,500

- Logo recognition on official event T-Shirts.
- Recognition in Official Program.
- Quarter page advertisement in Official Program.
- Logo recognition on Website with link and description.
- Logo recognition on monthly e-Newsletter—*Athlete's Corner*.
- Recognition in *Sonoma Seniors Today* full-page thank you ad.
- Logo Recognition during the Games on signs and banners.
- Materials in athlete goody bag.
- Event collateral for your internal use such and an in-house presentation to create excitement within your company and encourage employee participation as a volunteer or athlete.
- Additional specific benefits can be negotiated with the individual sponsor.



*The competition was fierce, the weather was good, the scenery was beautiful, the food was great, and the wine was sweet.*

—Ram P., 64

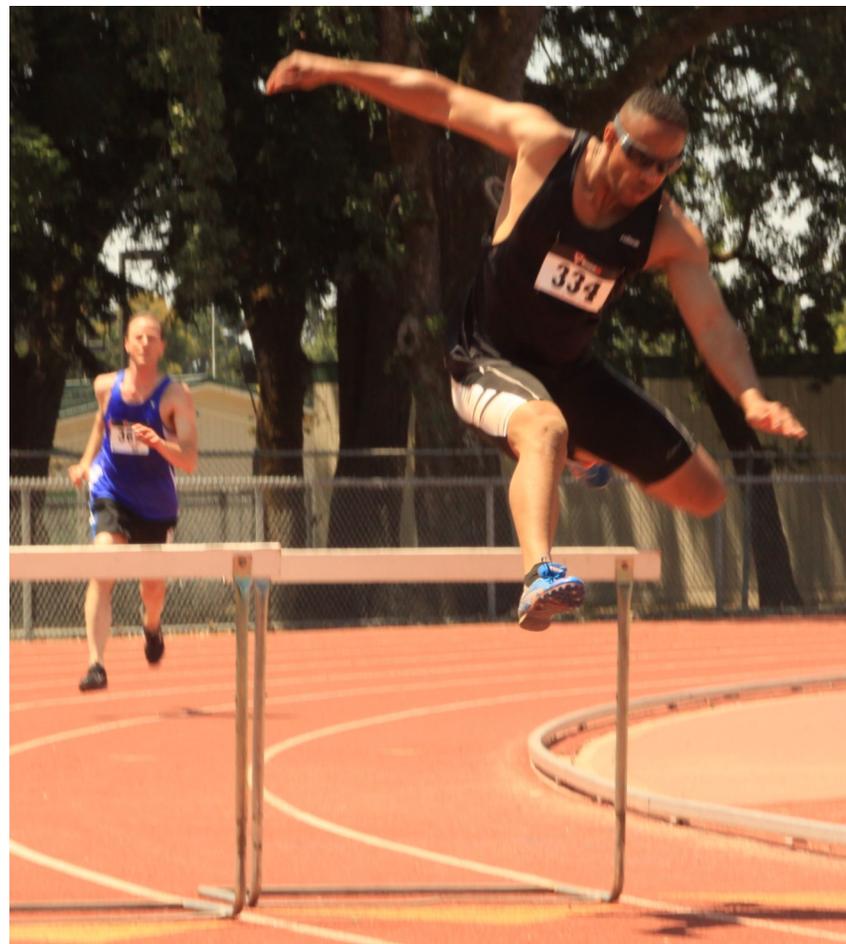
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# Sponsorship opportunities & benefits

## Blue Ribbon Sponsor

\$1,000

- Recognition in Official Program.
- Logo Recognition on Website with link and description.
- Logo recognition on monthly e-Newsletter—*Athlete's Corner*.
- Recognition in *Sonoma Seniors Today* full-page thank you ad.
- Logo recognition during the Games on signs and banners.
- Materials in athlete goody bag.
- Event collateral for your internal use such and an in-house presentation to create excitement within your company and encourage employee participation as a volunteer or athlete.
- Additional specific benefits can be negotiated with the individual sponsor.



—Doug H., 50



Competitions for athletes 50+

*I'll let the racket do the talking.*  
—John McEnroe, 55



Every lap around the track, each ball thrown, arrow aimed, mile ridden and serve made gets us closer to the goal. Together we are creating healthier, happier aging!

## Are you in?

Please contact us today to become a sponsor for the Sonoma Wine Country Games!

Amy Crabb, Director of Development  
**Council on Aging, Services for Seniors**  
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# Join us!



Hosted by **Council on Aging Services for Seniors**