



2010 Sponsorship Opportunities





Show-Me STATE GAMES

The mission of the Show-Me STATE GAMES is to provide all Missourians the opportunity to participate in activities promoting health, fitness, family and fun. Established in 1985, the Show-Me STATE GAMES is a non-profit program of the Governor's Council on Physical Fitness & Health, hosted by the University of Missouri in Columbia. In 2009 nearly 75,000 athletes and spectators participated in the STATE GAMES.

The Show-Me STATE GAMES is the only state games to be profiled in *Sports Illustrated* magazine, and it has been recognized as one of ESPN.com's "101 Things All Sports Fans Must Experience Before They Die."

The Olympic-style amateur sports festival is designed for Missourians of all ages and skill levels. The Show-Me STATE GAMES features:

- Archery
- Ballroom Dance
- Baseball
- Basketball
- Bowling
- Cross Country
- Cycling
- Disc Golf
- Dodgeball
- Dressage
- Figure Skating
- Flag Football
- Youth Tackle Football
- Golf
- Golf Par-3 Doubles
- Gymnastics
- Handball
- Ice Hockey
- Judo
- Kickball
- Lacrosse
- Martial Arts
- Miniature Golf
- Mountain Biking
- Pickleball
- Powerlifting
- Road Race/
Racewalk
- Shooting
- Soccer
- Softball
- Swimming
- Synchronized
Swimming
- Tennis
- Track & Field
- Triathlon/Duathlon
- Ultimate Frisbee
- Volleyball
- Wrestling





New this year, the Show-Me STATE GAMES Village will provide a festival atmosphere for athletes, their families, coaches and Missouri residents during the opening weekend of the GAMES. The Show-Me STATE GAMES Village, modeled after the Olympic Village, will provide entertainment and activities for all ages and will include four main areas for food, entertainment, games and activities:

- **Food Fair**

- o Local vendors/eateries
- o Food kiosks
- o Sports drink stations
- o Healthy options

- **Entertainment Edge**

- o Regional talent groups
- o Local performers
- o Autograph signings

- **Activity Alley**

- o Interactive games
- o Show-Me STATE GAMES sport demonstrations
- o Virtual reality kiosks
- o Inflatables
- o Photo booths
- o Simulators

- **Mobile Marketing Main Street**

- o National and local exhibits on wheels

The Show-Me STATE GAMES Village will serve as registration and general headquarters for participants, and will encourage non-participants to enjoy the festival and participate in the goals and mission of the STATE GAMES in a new and exciting way. It is anticipated that the Village will increase attendance at the Opening Ceremonies and encourage both Show-Me STATE GAMES participants and non-participants to engage in a variety of activities that introduce them to the STATE GAMES.

The Show-Me STATE GAMES Village will kick-off the 2010 Show-Me STATE GAMES beginning July 16 at 2 p.m. and continue until the Opening Ceremonies at 6 p.m. The Village will re-open Saturday, July 17 from 10 a.m. until 4 p.m.



sponsorship opportunities

Partnering with the Show-Me STATE GAMES through sponsorship of or exhibition in the Village provides your company with access to 75,000 athletes, coaches, family members and spectators. As a sponsor, your company will reach even more Missourians through the STATE GAMES mass media and publications marketing campaign, increasing awareness of your business both locally and statewide, and enhancing your image through association with the Show-Me STATE GAMES.

Sponsorship and exhibitor opportunities are available for companies and organizations of all sizes, as well as varying budgets. Your participation provides:

- Visibility of your company/products in a positive way!
- Recognition for your commitment to health, fitness, family and fun!
- Unique market position with thousands of avid sports fans, recreation enthusiasts, their families and friends who spend millions of dollars each year on sports activities, clothing, equipment and other consumer products!



Title Sponsor:

\$10,000

The Show-Me STATE GAMES Village Title Sponsor receives maximum recognition throughout the Village and GAMES.

- Company logo prominently displayed on all Village-related Show-Me STATE GAMES materials, promotional flyers and posters
- Company logo displayed on banner/s throughout the Show-Me STATE GAMES Village, Registration and Opening Ceremonies
- Company name/logo included in mass media & publications
- Athlete Bag Info/Promo Item
- Volunteer Bag Info/Promo Item
- Acknowledgement at Opening Ceremonies
- Link to your company's website on the official Show-Me STATE GAMES website
- Company name listed in Village guide



sponsorship opportunities

Venue Sponsors: \$7,500

Venue Sponsors receive recognition at one of the four major venues at the Village: Entertainment Edge, Activity Alley, Food Fair and Mobile Marketing Main Street.

- Company logo prominently displayed on all Village-related Show-Me STATE GAMES materials, promotional flyers and posters
- Company logo displayed on banner at the venue
- Company name/logo included in mass media & publications (promoting Village only)
- Athlete Bag Info/Promo Item
- Volunteer Bag Info/Promo Item
- Acknowledgement at Opening Ceremonies
- Link to your company's website on the official Show-Me STATE GAMES website
- Company name listed in Village guide

Entertainment Sponsors: \$5,000

Entertainment Sponsors receive recognition during specific events held on the main stage in the Village at Entertainment Edge.

- Company logo prominently displayed on all specific event promotional materials
- Company logo displayed on banner at event
- Company name/logo included in mass media & publications (promoting specific event only)
- Link to your company's website on the official Show-Me STATE GAMES website
- Company name listed in Village guide

Autograph Signing Sponsors: \$2,500

Autograph Signing Sponsors receive recognition during special autograph signings by well-known sports celebrities at Entertainment Edge in the Village.

- Company logo prominently displayed on all autograph signing promotional materials
- Company logo displayed on banner at autograph signings
- Company name/logo included in mass media & publications (promoting specific autograph signings)
- Link to your company's website on the official Show-Me STATE GAMES website
- Company name listed in Village guide

Village Sponsors: \$1,000

Village Sponsors receive recognition throughout the Village.

- Company logo prominently displayed on banner at Village entrance
- Company name/logo included in mass media & publications
- Link to your company's website on the official Show-Me STATE GAMES website
- Company name listed in Village guide



exhibitor & vendor opportunities

Opportunities are available within the Show-Me STATE GAMES Village for your company to exhibit products or services and/or sell food/beverages to attendees (alcoholic beverages not permitted).

Exhibitors/Vendors will be located in the following areas within the Village:

- **Food Fair**
 - o Local vendors/eateries
 - o Food kiosks
 - o Sports drink stations
 - o Healthy options
- **Entertainment Edge**
 - o Regional talent groups
 - o Local performers
 - o Autograph signings
- **Activity Alley**
 - o Interactive games
 - o Show-Me STATE GAMES sport demonstrations
 - o Virtual reality kiosks
 - o Inflatables
 - o Photo booths
 - o Simulators
- **Mobile Marketing Main Street**
 - o National and local exhibits on wheels

Three different exhibitor/vendor opportunities are available within the Show-Me STATE GAMES Village.

Gold Level: **\$1,000**

- Space for large mobile display
- Company name listed in Village guide

Silver Level: **\$750**

- Space for exhibit includes:
 - o 8 ft. table
 - o Two chairs
 - o 10 ft. x 10 ft. tent
- Company name listed in Village guide

Bronze Level: **\$500**

- Space for exhibit includes:
 - o 8 ft. table
 - o Two chairs
- Company name listed in Village guide



Show-Me STATE GAMES leadership 2010

Show-Me STATE GAMES steering committee

- **Dennis Smith**, Chairman
- **Ken Ash**, Executive Director, Show-Me STATE GAMES
- **Adam Hall**, Director of Sales and Marketing, Missouri Lottery
- **Howard Kincaid**, Associate Hospital Director-Retired, University of Missouri Hospital
- **Ty Bailey**, Vice President of Marketing, Shelter Insurance
- **Dr. Chris Belcher**, Superintendent, Columbia Public Schools
- **Jacquelyn Jones**, Vice Chancellor of Administrative Services, University of Missouri
- **Marty Siddall**, General Manager, KOMU-TV, NBC Affiliate
- **Bill Watkins**, City Manager, City of Columbia
- **Dr. Kerwin Urhahn**, Executive Director, Missouri State High School Activities Association
- **Donald Laird**, President, Columbia Chamber of Commerce
- **Ed Baker**, Executive Vice President/Partner, Executive Hotel Management Corp.
- **Dr. Cathy Scroggs**, Vice Chancellor of Student Affairs, University of Missouri
- **Tim Hickman**, Assistant Athletic Director, University of Missouri
- **Les Borgmeyer**, Sales Manager, *Columbia Daily Tribune*
- **Dennis Stambaugh**, Chief Quality Officer, University of Missouri Health Care
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Governor's Council on Physical Fitness & Health

- **Ken Ash**, Executive Director, Show-Me STATE GAMES
- **Alane Lidolph**, Director of Consumer Information, Missouri Beef Industry Council
- **Kathy Nevans**, President, Missouri PTA
- **Lowell Pearson**, Partner, Husch Blackwell Sanders LLP
- **Joe Pierle**, CEO, Missouri Primary Care Association
- **Gary Schlansker**, President, YMCA of Greater St. Louis
- **Gerald Wilmes, M.D.**, Medical Director, Emergency Coordinator at Northwest Missouri State University
- **Michael Yarbrough**, Director, Community Outreach and Youth Football Programs, St. Louis Rams
- **Mike Kelly**, "Voice of the Tigers;" Commercial Lines Producer, The Insurance Group



sponsor registration

Company/Organization Name: _____

Contact Name/Title: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ E-mail (required for confirmation & updates): _____

Description of company/organization:

Sponsor Level:

- | | |
|---|--|
| <input type="checkbox"/> Title Sponsor: \$10,000 | <input type="checkbox"/> Entertainment Sponsor: \$5,000 |
| <input type="checkbox"/> Venue Sponsor: \$7,500 | <input type="checkbox"/> Autograph Signing Sponsor: \$2,500 |
| <input type="checkbox"/> Entertainment Edge | <input type="checkbox"/> Village Sponsor: \$1,000 |
| <input type="checkbox"/> Food Fair | |
| <input type="checkbox"/> Activity Alley | |
| <input type="checkbox"/> Mobile Marketing Main Street | |

Method of Payment:

Check enclosed # _____ Charge my credit card

Name on Card: _____

Mastercard/Visa #: _____ Exp. Date: _____

Return form with payment by June 16th to:

Show-Me STATE GAMES Village, 910 E. Broadway, Columbia, MO 65201



Questions?

Call 573.445.2275

or email

info@kmcagency.com



exhibitor & vendor registration

Company/Organization Name: _____

Contact Name/Title: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ E-mail (required for confirmation & updates): _____

____ We will be **exhibiting** the following products/services:

____ We will be **selling** the following products/services:

** Vendors serving food must apply for temporary food permits at least three weeks prior to the event. Upon receipt of registration, the SMSG Village will contact vendors with the necessary information.*

Exhibitor/Vendor Level:

____ Gold Level: \$1,000

____ Silver Level: \$750

____ Bronze Level: \$500

Preferred Location: (choose one)

____ Mobile Marketing Main Street

____ Food Fair (all food vendors will be located within the Food Fair)

____ Activity Alley

Method of Payment:

____ Check enclosed # _____ ____ Charge my credit card

Name on Card: _____

Mastercard/Visa #: _____ Exp. Date: _____

Return form with payment by June 16th to:

Show-Me STATE GAMES Village, 910 E. Broadway, Columbia, MO 65201



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