

PRINCIPAL

PRINT

- Logo on all participant shirts, all entry posters (48,000+), all event postcards (20,000+), all fact sheets and sports flyers (500+)
- Full page Ad in 5,000 SMSG Souvenir Programs
- Quarter page Ad in 1,000 Senior Games Programs
- Logo on seven ads in Columbia Daily Tribune
- Logo on cover of souvenir program and annual report

ONLINE

- Quarterly Facebook, Twitter and Instagram mentions
- Logo in monthly newsletter
- Bi-Annual opportunity to be featured in newsletter
- Rotating ad on homepage and sport pages
- Logo and Link on SMSG Sponsor Page
- Logo and Link rotating on SMSG homepage and all sport pages

CORPORATE SIGNAGE

- 4x6 Corporate Sign for: 3 weekends in front of Hearnes, 3v3 Soccer in June and November, and Hoopin It Up Basketball in February and March
- Digital Signage at the Opening Ceremonies

RADIO/TV

- Logo on 2,000 TV spots ran statewide
- Mentions in 300 radio spots on Power 97.7

OTHER

- 6 Mizzou Football tickets
- SMSG participant shirts provided
- VIP Event Invitations
- Display booth at SMSG events
- Opportunity to present Medals
- Reserved seating at Opening Ceremonies

MAJOR

PRINT

- Logo on all entry posters (48,000+)
- Half page Ad and Logo in 5,000 SMSG Souvenir Programs
- Logo on back cover of annual report

ONLINE

- Bi-Annual Facebook, Twitter and Instagram mentions
- Annual opportunity to be featured in newsletter
- Rotating ad on all sport pages
- Logo and Link on SMSG Sponsor Page

CORPORATE SIGNAGE

- 4x4 Corporate Sign for 3 weekends in front of Hearnes
- Digital Signage at the Opening Ceremonies

OTHER

- 4 Mizzou Football tickets
- SMSG participant shirts provided
- VIP Event Invitations
- Display booth at SMSG events
- Opportunity to present Medals
- Reserved seating at Opening Ceremonies

THE GAMES

The Show-Me STATE GAMES is a non-profit program of the Governor's Council on physical fitness and health. Our mission is to provide all Missourians the opportunity to participate in activities of health, fitness, family and fun.

GENERAL

PRINT

- Logo on all entry posters (48,000+)
- Quarter page Ad and Logo in 5,000 SMSG Souvenir Programs
- Logo on back cover of annual report

ONLINE

- Annual Facebook, Twitter and Instagram mentions
- Logo and Link on SMSG Sponsor Page

CORPORATE SIGNAGE

- 4x3 Corporate Sign for 3 weekends in front of Hearnes
- Digital Signage at the Opening Ceremonies

OTHER

- SMSG participant shirts
- VIP Event Invitations
- Opportunity to present Medals
- Reserved seating at Opening Ceremonies

2017 STATS

The 2017 SMSG summer competition had 20,653 participants, with year-round participation, alone, exceeding 28,000. Spectator and athlete totals for the Show-Me STATE GAMES topped over 57,000 for 2017!

Direct economic impact: More than \$11.5 million

BUSINESS

PRINT

- Quarter page Ad in 5,000 SMSG Souvenir Programs

ONLINE

- Annual Facebook, Twitter and Instagram mentions
- Logo and Link on Adopted Sport's Page

CORPORATE SIGNAGE

- Digital Signage at the Opening Ceremonies

OTHER

- SMSG participant shirts
- VIP Event Invitations
- Opportunity to present Medals
- Reserved seating at Opening Ceremonies
- Opportunity to Adopt-A-Sport



- 5,478 Facebook Fans
34% age 17-34
29% age 35-44
37% 45+
- 2,612 Twitter Followers
- 404 Instagram Followers
- 30,829 newsletter subscribers

