



Reach our 10,000+ membership!
Join in the fun and be a Provincial Sponsor to the
55+ BC Games 12 months of the year!

Provincial Sponsorship Opportunity

Marketing/Sponsorship Committee Chair
BC Seniors Games Society
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www.55plusbcgames.org

Is your corporation looking for an opportunity to engage with, market to and connect with active adults between the ages of 55 – 99?

The BC Seniors Games Society receives partial funding from the Provincial Government and requires further funding from like-minded companies who want to engage with our membership and help local communities host the annual Games.

Our membership base is more than 10,000 from throughout the province in the 12 Zones. Each Zone represents up to 30 different sports compete within the zones and at the annual province-wide 5 day Games.

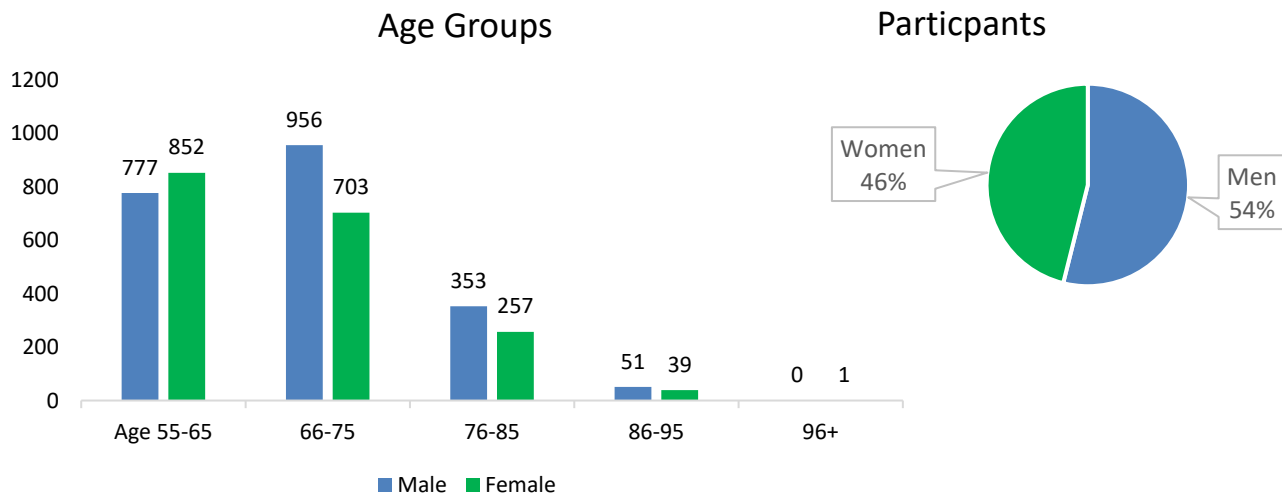
Each sponsorship package is custom built to meet your organization's budget for its branding, business, and community investment goals!



We aim to provide value to our partners by:

- Providing opportunities for you to market your service and products to our participants and stakeholders
- Providing you and your staff the opportunity to become actively involved in community events
- Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes health, wellness and an active older community
- Multiple opportunities to engage with the participants and volunteers during the games and throughout the year with our membership!





Mission of the BC Seniors Games Society

- To improve the health, lifestyle and image of British Columbia’s 55+ population
- This is done by:
 - Organizing the annual 55+ BC Games as an opportunity for the 55+ population of BC to participate in physical and social activities
 - Promoting community awareness of the contemporary image of the 55+ population as physically active and socially engaged
 - Encouraging year-round participation at the zone level.

2022 55+ BC Games will be in the Greater Victoria area

2023 55+ BC Games will be hosted in Abbotsford

Sponsorship Opportunities

We want to meet with you first so that your organization’s sponsorship objectives are identified and met, and ensure the value and contribution properly recognized so it is a win-win for you and the Games!

We will build an individual, multi-year sponsorship package, that can range between \$10,000 to \$50,000+ cash, with possibly an in-kind component, that allows you to share your product and branding with our subscribed and engaged membership. Each branding, engagement and marketing opportunities will be customized to meet your business objectives.

Some of the sponsorship opportunities available can include but are not limited to:

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|-----------------------------------------------|-----------------------------------------|------------------------------|
| • Naming Rights to sport events or ceremonies | • Product placement | • Storage bin community move |
| • Clothing & merchandising | • IT Support | • Sporting equipment |
| • Education stations | • Medals & lanyards (available in 2023) | • Sports Venues |
| • Face masks | • Accreditation badge lanyards | • Water stations |
| • Hand sanitizing stations | • Office Equipment | • Host stations |

Connect today and let us build a package that best showcases your organization!

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