



Dream it. Do it.

#dreamitdoit

Abbotsford 2023 55+ BC Games
August 22 - 26



BC Games

For Life, Sport and Friends

2023 | Abbotsford

About Abbotsford 2023 55+ BC GAMES

The **Abbotsford 2023 55+ BC Games** takes place Aug 22 – 26. Organized by a team of volunteers under the direction of the BC Senior Games Society (BCSGS), it is the largest annual multi-sport event in the province. Since 1988, the Games have promoted community awareness of the contemporary image of the 55+ population as physically active, vibrant, and socially engaged.

The **Abbotsford 2023 55+ BC Games** offer a variety of showcase opportunities to become a **Friend of the Games**:

Torch Lighting Ceremony and Reception May 13

Jubilee Park in the heart of Abbotsford

A magical community celebration to mark the 100-day lead up to the Games

Accreditation Centre and Games Village Aug 22 - 23

Abbotsford Exhibition Centre

First opportunity to introduce yourself to the participants

Opening Ceremony

Aug 23

Abbotsford Centre

Cheer the participants who, in the days ahead, will surprise, delight, and inspire you

Competition and Medal Presentations

Aug 23 - Aug 26

Multiple locations throughout Abbotsford welcome the competitors who prove that life only gets better with age

Participant Special Event

Aug 24

Mill Lake Park, a jewel in the center of Abbotsford

Meet old friends and make new ones at All Abby Everything

Participant Dance and Passing of the Flag

Aug 25

Abbotsford Exhibition Centre

Join the participants to celebrate the thrill of victory and witness the passing of the flag to the 2024 host city

Volunteer Appreciation Event

Aug 26

Abbotsford Exhibition Centre

Celebrate the Games volunteers to thank them for a job well done

Abbotsford 2023 55+ BC Games Fast Facts



OPPORTUNITY

A unique opportunity to ensure your competitive advantage by aligning yourself with a rapidly aging demographic. These individuals are better educated, more financially secure, and living longer than previous generations. They have the time, resources, and desire to live their best lives. Come be a part of it!



COMPETITORS

Up to 4000 active, vibrant, and engaged competitors from all corners of the province with former Olympians as well as provincial and national record holders expected.



SPORTS

29 sports and activities from archery to equestrian, cribbage to mountain biking, and dragon boating to track and field



VOLUNTEERS

1200 amazing volunteers
Our heart and soul.
We couldn't do it without them



VENUES

33 venues at four sports hubs

Presenting Partner **\$60,000**

- **Abbotsford 2023 55+ BC Games** presented by “your company”
- Extra-large logo placement on site signage, website promotion, and social media
- Logo placement on front of volunteer t-shirts, on souvenir bags, accreditation badges and bibs (if applicable)
- Full page advertisement in event guide
- Add products into souvenir bags
- Premium seating for ten at Opening Ceremony
- Sport seating upon request
- Event specific activation, speaking opportunity and corporate banner at:
 - Torchlight Ceremony and Reception
 - Opening Ceremony
 - Participant Dance and Passing of the Flag
 - Volunteer Appreciation Event
- Medal presenter at four events
- Event specific recognition
- Corporate banner at sponsored event
- Booth at Games Village
- Article in BCSGS newsletter
- Invitation to Sponsor Reception Aug 23

Gold Partner **\$25,000**

- Large logo placement on-site signage, website promotion, and social media
- Large logo placement on back of volunteer t-shirts
- Full page advertisement in event guide
- Add products into souvenir bags
- Premium seating for eight at Opening Ceremony
- Sport seating upon request
- Medal presenter at three events
- Event specific recognition
- Booth at Games Village
- Invitation to Sponsor Reception Aug 23

Silver Partner **\$15,000**

- Medium logo placement on-site signage, website promotion, and social media
- Medium logo placement on back of volunteer t-shirts
- Half-page advertisement in event guide
- In souvenir bags
- Premium seating for six at Opening Ceremony
- Sport seating upon request
- Medal presenter at two events
- Event specific recognition
- Booth at Games Village
- Invitation to Sponsor Reception Aug 23

Bronze Partner **\$10,000**

- Small logo placement on-site signage, website promotion, and social media
- Small logo placement on back of volunteer t-shirts
- Half-page advertisement in event guide
- Add products into souvenir bags
- Premium seating for four at Opening Ceremony
- Sport seating upon request
- Medal presenter at one event
- Event specific recognition
- Booth at Games Village
- Invitation to Sponsor Reception Aug 23

Fan **up to \$5,000**

- Small logo placement on website promotion and social media
- Quarter-page advertisement in event guide
- Add products into souvenir bags
- Event specific recognition
- Booth at Games Village
- Invitation to Sponsor Reception Aug 23

Spectator **up to \$1,000**

- Name on website promotion and social media
- Name listed in event guide
- Add products into souvenir bags
- Event specific recognition
- Booth at Games Village
- Invitation to Sponsor Reception Aug 23

Event Partner

Torch Lighting Ceremony and Reception **\$2,500**

Opening Ceremony **\$5,000**

Participant Special Event **\$5,000**

Participant Dance and Passing of the Flag **\$5,000**

Volunteer Appreciation Event **\$5,000**

- Small logo placement on website promotion and social media
- Quarter-page advertisement in event guide
- Speaking opportunity
- Add products into souvenir bags
- Opening Ceremony sponsor only - premium seating for twenty-five at Opening Ceremony
- Event specific recognition and activation
- Corporate banner at sponsored event
- Booth at Games Village
- Invitation to Sponsor Reception Aug 23



55+

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We'd love to welcome you as a **Friend of the Games**. Please contact us today to discuss a sponsorship opportunity that meets your goals, corporate needs, and budget.

 Facebook: 55PlusBCGames

 Instagram: @55plusbcgames

 Twitter: @BC55games

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