

CONVENTION AND VISITOR'S BUREAU TOURISM
DEVELOPMENT SPONSORSHIP AGREEMENT

THIS AGREEMENT between the City of Columbia, Missouri, a municipal corporation (hereinafter "City") and The Curators of the University of Missouri, a body politic of the State of Missouri organized in the State of Missouri (hereinafter "Grant Recipient") is entered into on the date of the last signatory noted below (the "Effective Date"). City and Grant Recipient are each individually referred to herein as a "Party" and collectively as the "Parties."

WHEREAS, Grant Recipient has submitted its application for event funding to the Columbia Convention and Visitors Bureau ("CVB"); and

WHEREAS, the event proposed by Grant Recipient (the "Event") together with the Tourism Fund funding request is more fully set forth in Exhibit A attached hereto and incorporated herein by reference; and

WHEREAS, the use of tourism funds proposed by Grant Recipient will further the planning and promotion of a tourist event which will have a substantial potential to generate overnight visitations.

NOW, THEREFORE, the Parties hereto, for good and sufficient consideration, the receipt of which is hereby acknowledged, intending to be legally bound, do hereby agree as follows:

1. City agrees to provide tourism funding to Grant Recipient in the amount of Twenty Thousand Dollars (\$ 20,000.00) in exchange for Grant Recipient conducting the Event and providing the services set forth in Exhibit A. Grant Recipient agrees that it is responsible for all funds made available to Grant Recipient by this Agreement and further agrees that it will reimburse to City any funds expended in violation of city, state, or federal law or in violation of this Agreement. Should the Event be cancelled, Grant Recipient shall, within thirty (30) days, refund to the City all money paid by the City.
2. Grant Recipient agrees that it will make no material changes in the approved Event unless such changes are approved in writing by City prior to the Event.
3. Grant Recipient agrees that it is subject to audit and review on request by City. If Grant Recipient has a financial audit prepared, that report shall be furnished to the CVB.
4. Grant Recipient agrees that all funds received from City will be expended as approved by City Council and none of the funds shall be diverted to any other use or purpose, except as recommended by the CVB's Advisory Board and as approved by the City Council. Full records of all expenditures and disbursements and any income from the provision of the Event described in Grant Recipient's proposal shall be kept and open

to City inspection during regular business hours.

5. Grant Recipient agrees to provide the Convention and Visitors Bureau with copies of all financial documentation no later than ninety (90) days following the last day of the funded event, as outlined in the Post-Event Documentation Procedures established by the CVB. Documentation must include copies of checks issued for payment of services or items, copies of corresponding invoices and copies of any required contracts. If Grant Recipient does not provide financial documentation, Grant Recipient may not be eligible for future funding. This paragraph does not limit other remedies available to the City in the event Grant Recipient breaches this Agreement.

6. Grant Recipient agrees that the CVB and City will be recognized as outlined in Grant Recipient's proposal.

7. Termination Provisions.

- a. By Mutual Agreement. This Agreement may be terminated at any time during its Term upon mutual agreement by both Parties.
- b. By Convenience. With ten (10) days written notice, either Party may terminate this Agreement for convenience. If terminated by Grant Recipient, Grant Recipient shall return all grant proceeds.
- c. By Default. Upon the occurrence of an event of Default, the non-Defaulting Party shall be entitled to immediately terminate this Agreement.

8. **HOLD HARMLESS AGREEMENT.** To the fullest extent not prohibited by law, Grant Recipient shall indemnify and hold harmless the City of Columbia, its directors, officers, agents, and employees from and against all claims, damages, losses, and expenses (~~including but not limited to attorney's fees~~) for bodily injury and/or property damage arising by reason of any act or failure to act, negligent or otherwise, of Grant Recipient, of any subcontractor (meaning anyone, including but not limited to consultants having a contract with Grant Recipient or a subcontractor for part of the services), of anyone directly or indirectly employed by Grant Recipient or by any subcontractor, or of anyone for whose acts the Grant Recipient or its subcontractor may be liable, in connection with providing these services. This provision does not, however, require Grant Recipient to indemnify, hold harmless, or defend the City of Columbia from its own negligence. This clause shall survive termination of this Agreement.

9. Miscellaneous Clauses

- a. No Assignment. This Agreement shall inure to the benefit of and be binding upon the Parties and their respective successors and permitted assigns. Neither Party shall assign this Agreement or any of its rights or obligations hereunder without the prior written consent of the other Party.
- b. Amendment. No amendment, addition to, or modification of any provision hereof shall be binding upon the Parties, and neither Party shall be deemed to have waived any provision or any remedy available to it unless such amendment, addition, modification or waiver is in

writing and signed by a duly authorized officer or representative of the applicable Party or Parties.

- c. **Governing Law and Venue.** This contract shall be governed, interpreted, and enforced in accordance with the laws of the State of Missouri and/or the laws of the United States, as applicable. The venue for all litigation arising out of, or relating to this contract document, shall be in Boone County, Missouri, ~~or the United States Western District of Missouri.~~ The Parties hereto irrevocably agree to submit to the exclusive jurisdiction of such courts in the State of Missouri. The Parties agree to waive any defense of forum non conveniens.
- d. **General Laws.** Grant Recipient shall comply with all federal, state, and local laws, rules, regulations, and ordinances.
- e. **Employment of Unauthorized Aliens Prohibited.** If this Agreement is an award of a contract or grant in excess of five thousand dollars, Grant Recipient agrees to comply with Missouri State Statute Section 285.530 in that Grant Recipient shall not knowingly employ, hire for employment, or continue to employ an unauthorized alien to perform work within the State of Missouri. As a condition for the award of this contract or grant, Grant Recipient shall, by sworn affidavit and provision of documentation, affirm its enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services. Grant Recipient shall also sign an affidavit affirming that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services. Grant Recipient shall require each subcontractor to affirmatively state in its contract with Grant Recipient that the subcontractor shall not knowingly employ, hire for employment or continue to employ an unauthorized alien to perform work within the State of Missouri. Grant Recipient shall also require each subcontractor to provide Grant Recipient with a sworn affidavit under the penalty of perjury attesting to the fact that the subcontractor's employees are lawfully present in the United States.
- f. **No Waiver of Immunities.** In no event shall the language of this Agreement constitute or be construed as a waiver or limitation for either party's rights or defenses with regard to each party's applicable sovereign, governmental, or official immunities and protections as provided by federal and state constitutions or laws.
- g. **Nondiscrimination.** During the performance of this Agreement, Consultant shall not discriminate against any employee, applicant for employment or recipient of services because of race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, or national origin, or any other protected category. Consultant shall comply with all provisions of laws, rules and regulations governing the regulation of Equal Employment Opportunity including Title VI of the Civil Rights Act of 1964 and Chapter 12 of the City of Columbia's Code of Ordinances.

- h. Notices. Any notice, demand, request, or communication required or authorized by the Agreement shall be delivered either by hand, facsimile, overnight courier or mailed by certified mail, return receipt requested, with postage prepaid, to:

If to City:

City of Columbia
Convention and Visitors Bureau
P.O. Box 6015
Columbia, MO 65205-6015
Attn: Director

If to Grant Recipient:

Curators of the University of Missouri
Show-Me STATE GAMES
1400 Rock Quarry Road
Columbia, MO 65211
Attn: Dave Fox, Executive Director

The designation and titles of the person to be notified or the address of such person may be changed at any time by written notice. Any such notice, demand, request, or communication shall be deemed delivered on receipt if delivered by hand or facsimile and on deposit by the sending party if delivered by courier or U.S. mail.

- i. Counterparts and Electronic Signatures. This Agreement may be signed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same document. Faxed signatures, or scanned and electronically transmitted signatures, on this Agreement or any notice delivered pursuant to this Agreement, shall be deemed to have the same legal effect as original signatures on this Agreement.
10. Contract Documents. This Agreement includes the following exhibits, which are incorporated herein by reference:

Exhibit	Description
A	Grant Recipient's Event Proposal

In the event of a conflict between the terms of an exhibit and the terms of this Agreement, the terms of this Agreement controls.

11. Entire Agreement. This Agreement represents the entire and integrated Agreement between Grant Recipient and City. All previous or contemporaneous agreements, representations, promises and conditions relating to Grant Recipient's Event and services described herein are superseded.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Parties have hereunto executed this Agreement in triplicate the day and the year of the last signatory noted below.

CITY OF COLUMBIA, MISSOURI

By: _____ *AG*
John Glascock, City Manager

Date: _____

ATTEST:

Sheela Amin, City Clerk

APPROVED AS TO FORM:

Nancy Thompson, City Counselor

CERTIFICATION: I hereby certify that this contract is within the purpose of the appropriation to which it is to be charged, account number 22904820-504990, and that there is an unencumbered balance to the credit of such appropriation sufficient to pay therefor.

Matthew Lue, Director of Finance

GRANT RECIPIENT

By signing below I certify that I have the authority to bind the Grant Recipient to the Terms of this Agreement.

By: _____ *[Signature]*

Printed Name: Hannah Clampitt

Title: Pre-Award Manager, OSPA

IRS-EIN: 436003859

Date: 04/30/2021

MU Project #00075241

ATTEST:

E. 7. 6. 4

FY2021 Tourism Development Application
Signature Series Events

EVENT NAME: Show Me State Games

EVENT ORGANIZER: Show Me State Games staff

EVENT DATES: June 10-13, July 16-18, July 23-25

Please provide detailed answers to the following questions:

1. Describe in detail how Tourism Development funds be used.

The Show-Me STATE GAMES is a non-profit organization with the mission of providing all Missourians the opportunity to participate in activities of health, fitness, family and fun. The SMSG is an Olympic-style amateur sports festival with more than 40 sporting events for people of all ages and ability levels. It has grown to become the largest state games in the nation, bringing 57,000+ participants and spectators to Columbia to take part in year-round events. The games will be hosting their 37th games in Columbia this summer.

The Tourism Development Signatures Series funds would be used to help offset expenses associated with the 2021 Show-Me STATE GAMES and Missouri State Senior Games, which include site fees, medals/awards, advertising and officials.

2. How many overnight stays did your event generate last year and how did you track and determine this?

Due to the pandemic, most of the 2020 games were cancelled. Below is data from 2019.

In 2019 we generated 7,422 overnight stays during our summer Games. We have all team sports fill out hotel information cards at registration to determine the number of overnight stays we generate. We do not collect information on hotel stays at registration for all individual sports, many of which span over several days (track and field, bowling, tennis, swimming, etc), meaning our overnight stays are likely higher than our reported number.

In addition to these summer stays, our additional year-round fundraisers including 3v3 soccer in November, and two youth basketball events, as well as a volleyball tournament, generated 911 overnight stays, making our year-round total 8,333

3. What was the attendance of your event last year and what method did you use to determine this?

Due to the pandemic, we were unable to host our summer events. We were able to host 3 fund-raisers pre pandemic and estimated an attendance of 10,000 participants & spectators. Below is data from 2019.

During the summer, the Show-Me STATE GAMES had 20,078 athletes and estimated one spectator per athlete, so overall attendance was approximately 40,156. For our year-round events, we had 28,682 athletes and estimated one spectator per athlete, meaning we had approximately 57,364 people involved in our 2019 events. In 2019, we reached 1 million athletes who have competed in our events!

For each team sport, the method we use to determine attendance is by multiplying the average number of players per team by the number of teams. For individual sports, we count based on the number of people who register online combined with onsite. For spectator numbers, we estimate 1 person per participant attend as spectators

4. How many years has your event been held?

This summer, the Games will be celebrating its 37th year. All games have been held in Columbia.

5. What is the economic impact of your event?

Our 2020 Fact sheet is attached

6. Marketing Plan: Please use the attached marketing grid to complete this question.

The Show-Me STATE GAMES uses direct mail to reach many of our previous participants, including flyers and reminder postcards. We also utilize various in-kind promotional tools to reach out to new participants, including posters, newspaper advertising, radio and television spots. Finally, we utilize free and low-cost social marketing tools such as an e-newsletter, Facebook and listings on community calendars and sport sites, as well as our own website. We also engage in year-round media relations. We send press releases year-round through the Missouri Press Association as well as an internal media list about upcoming events, awards, results and more. We also appear on television and radio programming to promote the GAMES. In 2019, we had coverage from more than 50 outlets throughout the state, enhanced greatly this year through our ten-city Torch Run, which made stops and generated exposure in Kirksville, Springfield, Kansas City, St. Joseph, Cape Girardeau, St. Charles, Hannibal, St. Louis, Columbia and Jefferson City.

7. Sponsorship Plan: Describe your plan to attract event sponsors and attach information on Sponsorship levels.

Our list of current sponsors and current sponsor levels is attached.

8. Event Budget: Please use the two budget pages below (pages 5 & 6) to provide details of your Income and Expenses. (You may add lines or change the cell titles to better match your event.)

TOTAL BUDGET FY 2021
Convention & Visitors Bureau Tourism Development Fund – Signature Series Events

EVENT BUDGET - R E V E N U E S
 Round to the nearest dollar

ORGANIZATION NAME: **Show Me STATE GAMES**

EVENT NAME: 2021 Missouri State Senior Games and Summer SMSG

	1	2	3
REVENUES	CASH	*IN-KIND should net to zero	TOTAL BUDGET (COLUMN 1+2)
1. Direct Support – Sponsorships, Fundraising/Donations (document in-kind*)	\$225,462	\$142,500	\$367,962
2. Government Support** (city, county, schools, etc.)	20,000		20,000
A. Tourism Development Funds			
B.	18,000		18,000
C.			
3. Program Fees:	22,477		22,477
Admissions/Tickets			
Sales of items	12,188		12,188
Other	84,204		84,204
4. Other Misc. (be specific)	12,708		12,708
5.			
6.			
TOTAL REVENUE	\$395,039	\$142,500	\$537,539

*In-kind good or service anticipated	Source of donation	Estimated value
Print products	Walsworth Publishing	\$50,000
Radio production/advertising	Benne Radio Group	\$37,500
TV production/advertising	KOMU-TV	\$50,000
EMS/Trainer	UMC Health Care	\$5,000

EVENT BUDGET continued, - EXPENDITURES

Round to the nearest dollar

ORGANIZATION NAME: **Show Me STATE GAMES**

EVENT NAME: 2021 Missouri State Senior Games and Summer SMSG

EXPENDITURES (itemize items in excess of \$100.00)	CASH Tourism Development Funds	CASH Other	*IN-KIND should net to zero	TOTAL
1. Personnel		\$238,530		\$238,530
Personnel benefits		\$89,247		\$89,247
Technical				
2. Equipment Rental				
Facilities		\$1,475		\$1,475
Equipment		\$1,242		\$1,242
3. Supplies & Materials				
Awards	\$5,000	\$39,559		\$44,559
Site fees	\$5,000	\$7,751		\$12,751
Officials	\$5,000			\$5,000
4. Travel				
5. Promotion and Publicity				
Advertising/Marketing	\$5,000	\$5,741		\$10,741
Printing		\$1,041		\$1,041
Postage		\$12,370		\$12,370
6. Other (be specific)				
Telephone		\$2,475		\$2,475
Professional Services		\$8,527		\$8,527
Computer Services		\$10,694		\$10,694
Fundraisers		\$35,432		\$35,432
Credit card expenses		\$2,106		\$2,106
Torch Run		\$125		\$125
Miscellaneous		\$2,446		\$2,446
TOTAL EXPENDITURES	\$20,000	\$458,761	\$142,500	\$621,261.00
TOTAL REVENUES (on page 6)	\$20,000	\$375,039	\$142,500	\$537,539.00

SIGNATURE PAGE:

Organization Name: Show Me State Games

Primary Contact: Dave Fox

(Person responsible for daily operation of this event. All correspondence and contact will be addressed to this person).

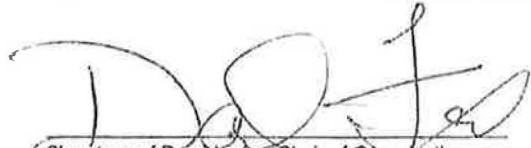
Email: foxdg@missouri.edu

Street Address: 1400 Rock Quarry Center

Columbia, MO Zip: 65211

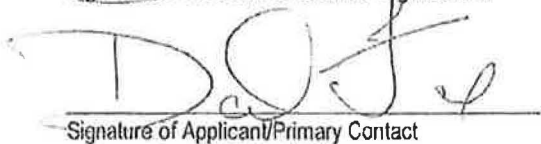
Phone: 573 882-2103

I, the undersigned, do hereby agree to submit all financial documentation regarding TDP expenditures. I further agree that all TDP funds will be used for only those approved items as outlined in this application.


Signature of President or Chair of Organization

Date

3/25/21


Signature of Applicant/Primary Contact

Date

3/25/21

	Show-Me STATE GAMES Missouri State Senior Games Budget for the 2019-20 Fiscal Year October 1, 2019 - September 30, 2020			Show-Me STATE GAMES Missouri State Senior Games Budget for the 2018-19 Fiscal Year October 1, 2018 - September 30, 2019			Show-Me STATE GAMES Missouri State Senior Games Budget for the 2017-18 Fiscal Year October 1, 2017 - September 30, 2018		
	SMSG	MSSG	TOTAL	SMSG	MSSG	TOTAL	SMSG	MSSG	TOTAL
REVENUE									
Entry Fees	\$11,956	\$10,521	\$22,477	\$294,633	\$23,668	\$318,301	\$276,858	\$31,883	\$308,741
Merchandising	\$12,188		\$12,188	\$37,932		\$37,932	\$40,351		\$40,351
Fund Raisers	\$84,204		\$84,204	\$138,260		\$138,260	\$126,537		\$126,537
Advertising	\$0		\$0	\$120		\$120	\$1,390		\$1,390
Sponsorship	\$263,462	\$0	\$263,462	\$414,008	\$10,000	\$424,008	\$400,120	\$15,600	\$415,720
Patrons	\$12,000		\$12,000	\$24,300		\$24,300	\$25,220		\$25,220
Miscellaneous	\$708		\$708	\$105		\$105	\$175		\$175
TOTAL	\$384,517	\$10,521	\$395,038	\$909,358	\$33,668	\$943,026	\$870,651	\$47,483	\$918,134
EXPENSES									
Salaries	\$238,530		\$238,530	\$272,559		\$272,559	\$275,205		\$275,205
Benefits	\$89,247		\$89,247	\$89,718		\$89,718	\$86,749		\$86,749
Travel	\$6,542	\$44	\$6,586	\$10,102	\$2,852	\$12,954	\$7,586	\$3,835	\$11,421
Postage	\$9,252	\$817	\$10,069	\$18,315	\$1,103	\$19,418	\$24,028	\$1,447	\$25,476
Telephone	\$2,475		\$2,475	\$2,965		\$2,965	\$3,452		\$3,452
Advertising	\$5,741		\$5,741	\$6,311		\$6,311	\$7,211		\$7,211
Rent/Lease Facilities	\$0	\$0	\$0	\$20,876	\$2,872	\$23,748	\$20,508	\$5,101	\$25,609
Rent/Lease Arena	\$0		\$0	\$0		\$0	\$0		\$0
Rent/Lease Equipment	\$0	\$0	\$0	\$4,316	\$1,215	\$5,531	\$5,397	\$991	\$6,388
Reproduction	\$857	\$225	\$1,082	\$2,829	\$1,995	\$4,824	\$1,775	\$1,820	\$3,595
Supplies/Services	\$40,544	\$2,914	\$43,458	\$111,926	\$6,752	\$118,678	\$109,905	\$5,300	\$115,205
Other Professional Services	\$144	\$2,674	\$2,818	\$122,865	\$7,253	\$130,118	\$114,352	\$7,972	\$122,324
Merchandising Expenses	\$7,751		\$7,751	\$17,994		\$17,994	\$14,497		\$14,497
Miscellaneous credit card charges	\$2,286		\$2,286	\$6,182		\$6,182	\$8,410		\$8,410
Computer Services	\$10,694	\$310	\$11,004	\$16,327		\$16,327	\$8,691		\$8,691
AWYL	\$0		\$0	\$12,391		\$12,391	\$15,773		\$15,773
Miscellaneous	\$2,446		\$2,446	\$16,458		\$16,458	\$4,382		\$4,382
Torch run	\$125		\$125	\$1,560		\$1,560	\$1,514		\$1,514
Opening Ceremonies	\$0		\$0	\$7,155		\$7,155	\$8,640		\$8,640
Fundraisers	\$41,132		\$41,132	\$53,941		\$53,941	\$53,933		\$53,933
Merchandising Inventory	\$0		\$0	(\$6,954)		(\$6,954)	(\$2,216)		(\$2,216)
VIP Reception	\$0		\$0	\$4,711		\$4,711	\$2,357		\$2,357
Institutional Support / Debt	\$0		\$0	(\$9,592)		(\$9,592)	\$9,592		\$9,592
TOTAL EXPENSES	\$457,766	\$6,985	\$464,750	\$782,954	\$24,042	\$806,996	\$781,742	\$26,467	\$808,209
BALANCE	(\$73,248)	\$3,537	(\$69,712)	\$126,403	\$9,626	\$136,029	\$88,909	\$21,017	\$109,925

2020



Show-Me State Games



About the Games

Established in 1985, more than 1 million athletes have competed in the Games throughout the past three decades. 2020 has been a year like no other. The Show-Me State Games has worked to continue to spread our mission of health, fitness, family and fun.

In-person Events

To date, the Games has held five in-person events, bringing together 10,000+ participants and spectators.

Events include Senior Games pickleball, shooting and bowling, Winter Blast figure skating and basketball

Virtual Events

- Shelter Insurance Virtual Torch Run - a virtual Torch run encouraging athlete to Carry the Torch in their communities
- Missouri Lottery Celebration of Athletes video - a tribute and encouragement to our athletes.
- Shape Up Missouri Program - an online challenge to keep participants active.

Brand Awareness

Although COVID prevented our in-person summer Games, we had already been actively promoting events, mailing thousands of postcards and entry flyers. We had regular traffic to our website as our participants monitored the situation. We also released a digital program, including up-to-date records, tips for staying active, and sponsor recognition

2021 Games

The 2021 Games are scheduled for June 10-13, July 16-18 and 23-25. We look forward to resuming our place as the largest state games in the nation!



Health Care

www.smsg.org



Walsworth

Thank you to our Sponsors

We appreciate your support!

Principal Sponsors



Major Sponsors



General Sponsors



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 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



- 6,872 Facebook Fans
34% age 17-34
29% age 35-44
37% 45+
- 2,591 Twitter Followers
- 691 Instagram Followers
- 39,297 newsletter subscribers

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

