

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, Grant Recipient 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. Grant Recipient 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:  
University of Missouri  
Show-Me STATE GAMES  
1400 Rock Quarry Road, Entrance 5  
Columbia, MO 65211  
Attn: Bruce Ungles

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 on the day and the year of the last signatory noted below.

CITY OF COLUMBIA, MISSOURI

By: \_\_\_\_\_  
De'Carlton Seewood, City Manager

*CS*

Date: \_\_\_\_\_

ATTEST:

By: \_\_\_\_\_  
Sheela Amin, City Clerk

APPROVED AS TO FORM:

By: \_\_\_\_\_  
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.

By: \_\_\_\_\_  
Matthew Lue, Director of Finance

M.L.

J.G.

GRANT RECIPIENT

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

By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

IRS-EIN: \_\_\_\_\_

Date: \_\_\_\_\_

ATTEST:

\_\_\_\_\_

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**FY2026 Tourism Development Application**  
**Signature Series Events**

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EVENT NAME: Show-Me State Games

EVENT ORGANIZER: Show-Me State Games

EVENT DATES: June 11-14, July 17-19 and July 24-26, 2026

**Please provide detailed answers to the following questions:**

1. Describe in detail how CVB Tourism Development funds will 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 more than 40,000+ participants and spectators to Columbia throughout the year. The Games will be hosting their 42<sup>nd</sup> games in Columbia this summer.

The Tourism Development Signatures Series funds would be used to help offset expenses associated with the 2026 Show-Me STATE GAMES and Missouri State Senior Games, which include site fees, medals/awards, advertising and officials.

2. How many overnight stays does your event generate and how do you determine this?

In 2025 we generated approximately 4,806 overnight stays during our summer Games. During check-in, we have all team sports fill out hotel information cards to determine the number of overnight stays we generate.

We do not collect information on hotel stays at registration for individual sports, many of which span over several days (track and field, bowling, tennis, swimming, etc). 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 June and November, one youth basketball event, as well as a volleyball tournament, generated an additional 738 overnight stays, making our year-round total 5,544.

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

During the summer, the Show-Me STATE GAMES had 13,551 athletes and estimated two spectators per athlete. Overall attendance was approximately 40, 000.

Including additional fundraisers, the year-round total was 18,036 athletes and estimated one spectator per athlete, meaning we had approximately 54,000 people involved in our 2025 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 Show-Me State Games will be celebrating its 42<sup>nd</sup> year. All games have been held in Columbia. This will be the 32<sup>nd</sup> year for the Missouri State Senior Games.

5. How are you marketing your event? Complete & attach the Marketing Grid.

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 also appear on television and radio programming to promote the GAMES. In 2025, we had coverage from more than 50 outlets throughout the state, enhanced greatly this year.

6. What method do you use to attract sponsors? Attach your sponsorship plan.

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

**2026 EVENT BUDGET - *I N C O M E***  
**TOURISM DEVELOPMENT FUND - Signature Series Event**

Event Name: **Show-Me State Games**

Organization Name: **Show-Me State Games**

	1	2	3
<b>INCOME:</b>	CASH	*IN-KIND should net to zero	TOTAL BUDGET (COLUMN 1+2)
1. Direct Support – Sponsorships, Fundraising/Donations (document in-kind*)	\$ 154,511	\$ 224,000	\$378,511
2. Government Support** (city, county, schools, etc.)	\$ 20,000		\$ 20,000
A. CVB Tourism Development			
B. Boone County Commission	\$ 18,000		\$ 18,000
C. City of Columbia	\$ 28,000		\$ 28,000
3. Program Fees: Admissions/Tickets	\$ 324,353		\$ 324,353
Sales of items	\$ 47,156		\$ 47,156
Other – Fundraising Tournaments	\$ 95,495		\$ 95,495
4. Other Misc. (be specific)			
<b>TOTAL REVENUE</b>	\$ 687,515	\$ 224,000	\$ 911,515

*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-TV8	\$50,000
EMS / Trainer	UMC Healthcare	\$25,000
Facilities Rental / Staffing	Columbia Parks and Rec	\$49,000
Facilities	Columbia Public Schools	\$12,500

**Name of program	Source of donation	Estimated value
		\$
		\$
		\$

**EVENT BUDGET - EXPENSES**  
**TOURISM DEVELOPMENT FUND - Signature Series Event**

Event Name: **Show-Me State Games**

Organization Name: **Show-Me State Games**

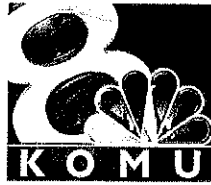
<b>EXPENSES:</b> (itemize items in excess of \$100.00)	CASH Tourism Development Funds	CASH Other	*IN-KIND should net to zero	TOTAL
<b>1. Personnel</b>				
Artistic - Benefits		SEE ATTACHED BUDGET		
Technical				
Administrative				
Other - Medical				
<b>2. Equipment Rental</b>				
Facilities				
Equipment				
<b>3. Supplies &amp; Materials</b>				
Awards - 25%	\$5,000			\$5,000
Site Fees - 25%	\$5,000			\$5,000
Officials - 25%	\$5,000			\$5,000
Advertising - 25%	\$5,000			\$5,000
<b>4. Travel</b>				
<b>5. Promotion and Publicity</b>				
Advertising/Marketing				
Local (in Boone County)				
Outside Boone County				
Printing				
Postage				
<b>6. Other (be specific)</b>				
Telephone				
Professional Services				
Computer Services				
Fundraisers				
Credit Card Expenses				
Misc				
<b>TOTAL EXPENDITURES</b>	\$ 20,000	\$ 609,154	\$ 224,000	\$ 853,154
<b>TOTAL REVENUES</b> (from page 5)		\$ 687,515	\$ 224,000	\$ 911,515

**\*In-kind should net to zero**

SMSG - PROJECTIONS  
0699 C0830012

	FY2023	FY2024	FY2025	FY2026	Better/(Worse)
	Actuals	Actuals	Actuals	Budget Current	than Budget
<b>Revenues</b>	<b>544,772</b>	<b>596,758</b>	<b>621,514</b>	<b>647,700</b>	<b>(54,057)</b>
Entry Fees (AC001-AC040 & Class 99)	276,787	313,124	324,353	344,500	(16,279)
Merchandising	26,763	42,182	47,156	42,200	3,267
Fund Raisers (Class 43-59)	95,575	92,072	95,495	100,000	(575)
Advertising (Class 77)	0	0	0	0	0
Sponsorships	0	0	0	121,000	(50,000)
Patrons (Class 74)	21,750	11,950	13,450	10,000	11,317
Miscellaneous (495000 Class 0)	93,298	67,431	111,061	0	(1,785)
Internal Sales	30,600	70,000	30,000	30,000	0
<b>Expenditures</b>	<b>631,730</b>	<b>603,825</b>	<b>609,154</b>	<b>585,457</b>	<b>5,078</b>
<b>Compensation</b>	<b>420,751</b>	<b>436,676</b>	<b>337,719</b>	<b>329,869</b>	<b>(1,725)</b>
<b>Other Expenses</b>	<b>210,979</b>	<b>167,149</b>	<b>271,434</b>	<b>255,588</b>	<b>6,803</b>
728000 - Business Meeting Expense - Food	2,195	8,053	5,849	9,000	1,845
770000 - Equipment > \$5,000	0	0	0	0	0
600000 - Cost of Goods Sold	3,419	16,058	36,404	45,000	26,223
601300 - COGS Food	0	0	184	0	0
739000 - Computing Expense	10,974	14,391	10,040	12,000	1,907
863100 - Full Costing Out	29,032	27,159	860	745	0
740100 - Computers - Non-Capital	0	3,207	0	0	0
740150 - Software - Non-Capital	1,220	120	290	120	(20)
740300 - Equipment - Non-Capital	0	11	99	0	0
730000 - Supplies	40,142	26,384	21,604	30,000	(8,058)
731600 - Shop Supplies	139	268	0	0	0
742000 - Other Misc Expense	37,386	22,078	70,973	25,000	(35,091)
723000 - Postage/Shipping & Delivery	8,019	8,439	8,531	8,500	693
724000 - Telephone/Fax Services	3,158	3,463	3,442	3,500	589
725000 - Marketing/Advertising Expense	2,733	6,807	5,047	7,000	5,231
726000 - Insurance	6	10	9	10	(9)
727000 - Copy Service	5,238	922	0	0	(26)
738000 - Dues/Memberships	1,637	2,130	1,402	1,500	(22)
741600 - Rent/Lease Equipment	3,560	5,682	2,936	6,000	3,856
742070 - Overhead Allocation	0	0	31,264	29,775	1,421
789500 - Rent/Lease Space & Cap Equip	32,796	16,495	24,704	17,000	(6,202)
750000 - Professional & Consulting Services	23,398	2,900	47,798	187,025	55,000
750250 - Contracted Services	3,100	0	0	0	0
750910 - Other Prof (Internal)	0	432	0	3,438	2,065
721000 - Business Travel	2,027	2,140	0	2,000	424
722000 - Training & Development	800	0	0	0	0
<b>Change in Net Assets</b>	<b>#REF!</b>	<b>#REF!</b>	<b>#REF!</b>	<b>#REF!</b>	<b>#REF!</b>
<b>Ending Balance</b>	<b>#REF!</b>	<b>#REF!</b>	<b>#REF!</b>	<b>#REF!</b>	<b>#REF!</b>

# PRINCIPAL SPONSORS



# MAJOR SPONSORS



# PRINCIPAL SPONSORS





# Show-Me State Games Partner Benefits



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.

\*The State Games staff will collaborate to customize these benefits to meet your sponsor needs.

Benefits:	Principal	Major	General	Business
<b>Print</b>				
Logo on all participant shirts	X			
Logo on all entry posters	X	X	X	
Size ad in the Digital Souvenir Program	Full Page	Half Page	Quarter Page	Quarter Page
Logo on Digital Souvenir Program	X	X	X	X
Logo on Annual Report	X	X	X	
Logo on all event postcards	X			
Logo on all fact sheets and sports flyers	X			
<b>Online</b>				
Annual Facebook, Twitter, and Instagram mentions	X	X	X	X
Annual opportunity to be featured in e-newsletter	X	X	X	
Logo and link on SMSG Sponsorship Page	X	X	X	X
Rotating ad on all sports pages and SMSG Homepage	X	X		
<b>Corporate Signage</b>				
Sized signage displayed in front of the Hearn Center for 3-weekends	4X6	4X4	4X3	
Signage at 3v3 Soccerfest (June & November), Hoopin' It Up series (3 weeks), Winter Blast series, and Pumpkin Fun Run	X			
Digital Signage at Opening Ceremonies	X	X	X	X
<b>Radio/TV</b>				
Logo on 2,000 TV spots ran statewide	X			
Mentions in 300 radio spots on 97.7	X			
<b>Other</b>				
SMSG participants shirts provided	X	X	X	X
Opportunity to provide promotional materials at all SRC events			X	
Opportunity to have display booth at SMSG events	X	X		
VIP Event Invitations	X	X	X	X
Opportunity to present medals at SMSG events	X	X	X	X
Reserved seating at Opening Ceremonies	X	X	X	X
Opportunity to Adopt-A Sport				X

## Show-Me State Games Social Outreach



43k Enewsletter Subscribers



8.1K Facebook Fans



2,300 Twitter Fans



1k Instagram Fans

## SHOW-ME STATE GAMES STEERING COMMITTEE

Amy Schneider	Columbia CVB
Kate Fleming	University Events
Matt Garrett	KOMU-TV
Anna Hargis	Shelter Insurance
David Egan	Columbia Public Schools
Marty McCormick	University of Missouri Healthcare
Mitzi Clayton	University of Missouri Admissions
Jen Rukstad	Missouri State High School Activities Association
Gabe Huffington	Columbia Parks and Rec
Jessie Sida	Show-Me State Games
Greg Benney	Show-Me State Games
Bruce Ungles	Show-Me State Games

SIGNATURE PAGE:

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Legal Name of Organization: **Show-Me State Games**

Primary Contact: Bruce Ungles

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

Email: unglesb@missouri.edu

Street Address: 1400 Rock Quarry Road, Entrance 5

Columbia, MO Zip: 65211

Phone: 573-882-2101

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

*Bruce Ungles*

\_\_\_\_\_  
Signature of Applicant/Primary Contact

03/31/2026

\_\_\_\_\_  
Date

03/31/2026

\_\_\_\_\_  
Date