

# SHOW-ME STATE GAMES FRIENDS PROGRAM



The Friends of the Show-Me State Games program is designed for businesses, restaurants, hotels and organizations who call mid-Missouri their home, just as the GAMES does. The GAMES has been in Columbia since day one and we sincerely appreciate the support we have received from local government, businesses and individuals who come to sponsor, volunteer and compete in the Games. We want you to be our friend, too.

"101 Things All Sports Fans Must Experience Before They Die"

- ESPN

## 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.

Sponsors and volunteers have been essential to the success of the Show-Me STATE GAMES, as has the continued emphasis on new fundraisers and events.

As the GAMES have continued to grow, it is now truly a year-round event. In addition to the summer games, the Show-Me STATE GAMES event schedule includes a MoNASP State Qualifier, two Hoopin' It Up Basketball Tournaments, Volleyball Spring Slam, two 3v3 soccer tournaments, the Pumpkin Fun Run, the Audrey Walton Youth Leadership Conference and several other events with the goal of promoting health, fitness, family and fun for all Missourians.

## THE STATS



In 2022 the Show-Me State Games has had over **14,845** participants, with year-round participation over 18,600. With a combined spectator and athlete total for the Show-Me STATE GAMES weekends topping over **40,000 people a year!**

Direct economic impact: *More than \$340 million over the last 38 years.*



- 8,000+ Facebook Fans  
34% age 17-34  
29% age 35-44  
37% 45+
- 2,500+ Twitter Followers
- 950+ Instagram Followers
- 41,000+ newsletter subscribers

## HOW DOES YOUR INVESTMENT HELP?

The Show-Me STATE GAMES receives no direct state funding, therefore, all money we raise goes to support our mission.

## BUNDLE PACKAGES

**Get more for your investment, help support the Show-Me STATE GAMES and reach our participants all year!**

### All bundle packages include:

- Ad in the Show-Me STATE GAMES and Senior GAMES programs.
- Participant t-shirts that we encourage you and your staff to wear during the GAMES to show your support (10 t-shirts for business card and quarter page levels, 20 for full and half page levels)
- Mention in monthly E-Newsletter and 1 Social Media Mention during the Games

Full Page Bundle Package: \$900  
Half Page Bundle Package: \$750  
Quarter Page Bundle Package: \$500  
Business Card Bundle Package: \$150

Deadline: May 1, 2023

## INDIVIDUAL OPTIONS

*include ad only*

### Show-Me STATE GAMES Program

\*45,000+ year round Digital Imprint  
\* Reach thousands of athletes and spectators of the largest state games in the nation

Full page: \$600  
Half Page: \$450  
Quarter Page: \$300  
Business Card: \$100

Deadline: May 1, 2023

### Missouri State Senior Games Program

\*1,000 copies  
\* Reach a captive audience of adults 50+

Full page: \$400  
Half Page: \$350  
Quarter Page: \$200  
Business Card: \$75

Deadline: May 1, 2023

### MU Health Care Pumpkin Fun Run Sponsorship

\$50: sponsor 5 youth participants      \$100: sponsor 10 youth participants  
Deadline: September 1, 2023