

SHOW-ME STATE GAMES HOTEL PARTNER



The Show-Me STATE GAMES has designed a program to highlight Hotels in our Columbia, MO community that support our mission of: Health, Fitness, Family and Fun! Our goal is to encourage our athletes and spectators to stay at our Partner Hotels when they are in town throughout the year for Show-Me STATE GAMES events.

"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, three 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 2024 the Show-Me State Games has had over 15,000 participants, with year-round participation over 20,200. 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 40 year.*



- 9.5k+ Facebook Fans
34% age 17-34
29% age 35-44
37% 45+
- 2,500+ Twitter Followers
- 1k+ Instagram Followers
- 47,900k+ Newsletter subscribers

HOW DOES YOUR PARTNERSHIP HELP?

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

PREMIER SPONSOR

\$2,500

- Listing on top level of "Official Show-Me STATE GAMES Partner Hotel" webpage with a logo, photo.
- Two links of your choice (website, Coupon, Social Media)
- Hotel name and link featured in newsletter emails to participants prior to GAMES.
- Hotel name and link featured in our confirmation email sent to 2,500 TEAMS (the largest contingency of SMSG participants with an average of 10 members per team) and individual athletes.
- 1/2 page program ads in SMSG digital souvenir programs
- Social media mentions throughout the year (at least 4).
- Year round marketing opportunity
*** \$500 max in-kind**

PARTNER SPONSOR

\$1,500

- Listing on middle level of "Official Show-Me STATE GAMES Partner Hotel" webpage with logo and link.
- Two links of your choice (website, Coupon, Social Media)
- Hotel name and link featured in newsletter emails to participants prior to GAMES.
- 1/2 page program ads in SMSG digital souvenir programs
- Social media mentions throughout the year (at least 4).
- Year round marketing opportunity
*** \$250 max in-kind**

FEATURED SPONSOR

\$500

- Listing on bottom level of "Official Show-Me STATE GAMES Partner Hotel" webpage with a link.
- 1/4 page program ads in SMSG and Senior Games souvenir programs
- Social media mentions throughout the year (at least 4).
- Year round marketing opportunity.

***IN-KIND OPTIONS:** Gift cards, hotel rooms for officials.