

# SHOW-ME STATE GAMES RESTAURANT PARTNER



The Show-Me STATE GAMES has designed a program to highlight restaurants in our Columbia, MO community that support our mission of: Health, Fitness, Family and Fun! Our goal is to encourage more of our athletes and spectators to visit our Partner Restaurants 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, 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 2024 the Show-Me State Games has had over 15,000 participants, with year-round participation over 20,000. 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 years.*



- 9.5k+ Facebook Fans  
34% age 17-34  
29% age 35-44  
37% 45+
- 2,300+ X Followers
- 1k+ Instagram Followers
- 47,900+ 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

\$700\*

- Logo listed on year round Dining Partner Passport distributed and marketed to 40,000+ participants state wide.
- Listing with Logo on SMSG Dining webpage: Name, address, phone number
- Two links of your choice (Website, Coupon or Facebook page)
- 1/2 page ad in SMSG and Senior Games digital souvenir programs
- Listing on dining map, included in programs and additional outlets as available.
- Social Media mentions throughout the year (at least 4 per year)
- Opportunity to include coupons or advertising material in Pumpkin Fun Run registration packets
- \*\$100 max in-kind

## PARTNER SPONSOR

\$550\*

- Listing with Logo on SMSG Dining webpage: Name, address, phone number
- Two link of your choice (Website, Coupon or Facebook page)
- Listing on dining map, included in programs and additional outlets as available
- 1/4 page ad in digital souvenir programs
- Opportunity to include coupons or advertising material in Pumpkin Fun Run registration packets
- \*\$50 max in-kind

## FEATURED SPONSOR

\$350\*

- Listing and link on bottom level of "Official Show-Me STATE GAMES Partner Restaurant" webpage with a link.
- 1/8 page program ads in SMSG and Senior Games souvenir programs
- Listing on dining map, included in programs and additional outlets as available.

SMSG recognized for contributing to the University of Missouri's designation as a "community-engaged campus"

**\*IN-KIND OPTIONS:** Gift cards, food vouchers or food donation.