



Dream ★ Believe ★ Achieve  
OhioGames.org

## Ohio Games 2020 Sponsorship

### Overview

The Ohio Games is an amateur sports festival promoting health, fitness and character building through multi-sport competitions and physical activities. As a member of the National Congress of State Games, the Ohio Games joins 30 other states in hosting an Olympic style Summer State Games event. State Games provide an opportunity for athletes of all ages, within the state, to compete in various sporting events and earn gold, silver and bronze in their respective age categories. All winners earn a spot in the National Games of America and compete for their state against winners in other states to become a National Champion.

### Sports

- Baton twirling
- Cycling Time Trial
- Disc Golf
- Ninja Competition
- Open Water Swim
- Road Run
- Pickleball
- Squash
- Tennis
- Triathlon, Duathlon, Aquathlon & Aquabike

### Anticipated attendance

- **Anticipated athlete participation is 1,000 with another 1,000 spectators for a total exposure of 2,000.**
- An even split of men and women are anticipated.
- Athletes are on average between the ages of 25-55.
- The majority of athletes will be from Ohio to qualify for nationals to represent their state.
- Athletes are college educated, professionals who are in the upper middle class.

**Z Plus Health and Fitness**  
931 Patterson Road, Dayton, OH 45419  
P: 614-381-2781 / E: [zoomracingusa12@gmail.com](mailto:zoomracingusa12@gmail.com)  
Web: [ohiogames.com](http://ohiogames.com)

# 2019 OHIO GAMES

**796** **ATHLETES**

the games welcomed  
these athletes from all  
over Ohio across many  
ages



**SPORTS** **8**



these athletes  
participated in 8  
different sports at  
the Ohio Games

**4** **MAJOR CITIES**

the Ohio Games is centered  
in Columbus, Ohio, with  
competition in Dayton,  
Cincinnati and Cleveland



**NEW 2020 SPORTS** **5**



we're expecting 5 new sports  
to join the Games in 2020,  
bringing additional athletes  
and exposure

### GET INVOLVED

Contact Rebekah at [zoomracingusa12@gmail.com](mailto:zoomracingusa12@gmail.com) to  
get involved in the Ohio Games as a sponsor.



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## **Title Sponsorship Package**

**\$25,000**

75% of sponsorship must be in cash or in-kind products and/or services that cover specific event costs.

### **Sponsorship Details:**

1. Your company will have exclusive naming rights.
2. Event will be named for your company, and your company name will precede the race name on race materials and in all race marketing.
3. Digital marketing logo placement:
  - Event email blasts (20+% open rate & 10+% click through)
  - Facebook marketing (100,000+ reach with 3,000+ clicks)
  - National online race/event calendars (Listed on 15+ event calendars)
  - Event webpage at [ohiogames.org](http://ohiogames.org)
4. Print marketing:
  - The photo booth banner
  - Logo on in-race photos for applicable events (1,000+ images shared on Facebook per event).
  - Event T-shirts for applicable sports
  - Full-page ad in the digital Event Guide.
  - Banner presence at applicable sports and opening ceremonies/fitness expo
5. Event marketing:
  - Health & Fitness Expo Booth where you can mingle with our athletes and share about your company personally.
  - Opportunity to provide print media to our participants at the event
  - Materials in athlete goodie bags
  - Event recognition via the P.A. system at the start of the race



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## **Platinum Sponsorship Package**

**\$10,000**

75% of sponsorship must be in cash or in-kind products and/or services that cover specific event costs.

### **Sponsorship Details:**

1. Digital marketing logo placement:
  - Event email blasts (20+% open rate & 10+% click through)
  - National online race/event calendars (Listed on 15+ event calendars)
  - Event webpage at [ohiogames.org](http://ohiogames.org)
2. Print marketing:
  - The photo booth banner
  - Logo on in-race photos for applicable events (1,000+ images shared on Facebook per event).
  - Event T-shirts for applicable sports
  - Full-page ad in the digital Event Guide.
  - Banner presence at applicable sports and opening ceremonies/fitness expo
3. Event marketing:
  - Health & Fitness Expo Booth where you can mingle with our athletes and share about your company personally.
  - Opportunity to provide print media to our participants at the event
  - Materials in athlete goodie bags
  - Event recognition via the P.A. system at the start of the race



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## Gold Sponsorship Package

**\$5,000**

75% of sponsorship must be in cash or in-kind products and/or services that cover specific event costs.

### Sponsorship Details:

1. Digital marketing logo placement:
  - Event email blasts (20+% open rate & 10+% click through)
  - National online race/event calendars (Listed on 15+ event calendars)
  - Event webpage at [ohiogames.org](http://ohiogames.org)
2. Print marketing:
  - The photo booth banner
  - Logo on in-race photos for applicable events (1,000+ images shared on Facebook per event).
  - Half-page ad in the digital Event Guide.
  - Banner presence at applicable sports and opening ceremonies/fitness expo
3. Event marketing:
  - Health & Fitness Expo Booth where you can mingle with our athletes and share about your company personally.
  - Opportunity to provide print media to our participants at the event
  - Materials in athlete goodie bags
  - Event recognition via the P.A. system at the start of the race



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## **Food Sponsorship Package**

**Package cost = Food donation for athlete recovery**

### **Sponsorship Details:**

Our athletes need food for recovery after our races. Let us know what you can contribute and we'll work with you to create a package that matches your donation with the following features available depending on donation level.

1. Digital marketing logo placement:
  - National online race calendars (Listed on 15+ event calendars).
  - Event email blasts (20+% open rate & 10+% click through).
  - Three social media posts on Facebook promoting your company or products. You can provide the content or collaborate with our marketing specialist who knows our audience and can maximize your exposure.
2. Print marketing
  - Event T-shirt
  - Full page ad in the digital race guide. Sample found at <http://www.zoomracingusa.com/local/upload/file/16CCAthleteGuidesm.pdf>
3. Event day marketing:
  - Health & Fitness Expo Booth where you can mingle with our athletes and share about your company personally.
  - Print media at the event
  - Athlete goodie bags
  - Event recognition via the P.A. system at the start of the race



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## Vendor Sponsorship Package

Package cost = \$500



For \$500 you can have a 10x10 vendor booth area on the day of our event to come chat with our athletes, share information about your company and provide samples or coupons. You provide your own table and chairs for booth.

Amp up your vendor booth for only \$100 by enhancing it with a digital marketing package. For \$600 we'll provide you a booth, a pre and post event post on our Facebook page and a shout out in our pre- and post-event emails to get even more out of your vendor experience and greater name recognition.

## Per sport packages

Interested in sponsorship exposure at only one sport? We have options for each sport of the Ohio Games to match your company's needs. Just reach out via the email and phone number listed in the upper right corner.

## Custom sponsorship package

You know your company better than anyone. Don't see what you're looking for? Give us a call and we'll match a package to your goals and budget. We're a local business and it gives us pride to support and promote other local businesses making a difference in our community.