



# **Iowa GAMES**

**POWERED BY THE IOWA SPORTS FOUNDATION**



**2010-2011**

# **SPONSORSHIP OPPORTUNITY**

# IOWA GAMES SPONSORSHIP OPPORTUNITY

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# ABOUT THE IOWA SPORTS FOUNDATION

The Iowa Sports Foundation, Inc. (ISF) was created June 20, 1986 as a non-profit entity. The ISF's mission is to promote amateur sports within the State of Iowa; host Olympic-style festivals, competitions and exhibitions; create awareness, emphasize and educate Iowans concerning the numerous benefits of good health, physical fitness, good character, sportsmanship and competition.

The ISF's most notable events are the Summer Iowa Games and the Winter Iowa Games annual sports festivals, as well as other sports events including: Net Fest Basketball and Volleyball, Hoopin' At The Dome, Fish Iowa Games, Iowa Games Golf Classic, and the ISF Mud Run. In addition, the ISF promotes health, fitness and positive lifestyles through health education programs. The nationally recognized and highly successful Live Healthy Iowa program, formerly Lighten Up Iowa, has served as the pilot program for 16 other states throughout our nation. With the success of Live Healthy Iowa, the ISF pursued Live Healthy America. In 2010 Live Healthy America was in 50 states and the country of Bermuda.



The ISF is governed by a 33-member board of directors is made up of former governors, athletic and corporate leaders from all parts of the state. Jim Hallihan, former men's basketball associate head coach at Iowa State University, is in his 17th year as executive director of the ISF. In 2010 the ISF played host to over 160,000 Iowans in various events throughout the year under Hallihan's leadership. Corporate sponsorships and entry fees provide the major source of funding for the ISF.

## WHAT ARE THE IOWA GAMES?

The Iowa Games began in August of 1987 as a weekend event, featuring 16 sports and 7,104 participants. For the first time, weekend athletes, school children and senior citizens could experience the thrill of great performances and the satisfaction of doing their best in a statewide Olympic-style competition.



## SUMMER IOWA GAMES

The ISF is probably best known for its Summer Iowa Games, which take place annually during July in Ames. In 2010, 54 sports were offered during the Olympic-style festival, including 41 individual and 13 team sports. New to the 2010 Games was the High School Scholastic Clay Target Program. Special events are a large part of the Summer Iowa Games, including: the torch run, opening ceremony, finals fest, and the Sunday chapel service.

## WINTER IOWA GAMES

In addition to the successful Summer Games, Iowa is one of 14 states that offers Winter Games for its residents. The annually Winter Iowa Games is held primarily in Dubuque although events are held in Cedar Rapids and seven other Iowa communities. The Winter Games also offers 17 sports, an opening ceremony and family fun fest. In 2010 the Winter Games had a record breaking 4,132 athletes.

## LIVE HEALTHY IOWA

Live Healthy Iowa, a program of the Iowa Sports Foundation, began in 2002 as a way to combat Iowa's growing obesity problem. LHI now has multiple wellness initiatives including the 100 Day Wellness Challenge, Burst Your Thirst Challenge, Live Healthy Iowa Day, Live Healthy Iowa Kids/Governor's Challenge, Go The Distance Day and Fall Fitness Day. Our goal is to make Iowa the healthiest state in America.



Each week, health tips for teams are provided in e-mails to each team member. The tips include nutrition and activity tips. Teams are also able to track their success on their personal dashboard. Each participant receives a training T-shirt, a one-year subscription to a magazine of their choice and unlimited resources on the Web site including workout videos and recipes.

In 2010, the Live Healthy program had nearly 25,000 Iowans participating, which adds to its popularity throughout the state, as well as its national recognition.

## YOUTH HEALTH INITIATIVE PROGRAMS

Over 90,000 Iowa youth participated in one of several youth health initiatives offered by the Iowa Sports Foundation which include: Live Healthy Iowa Kids, Go The Distance Day, Exercise Your Character Day and Fall Fitness Day.

Live Healthy Iowa Kids, a 100 day health initiative for school kids in Iowa had over 10,000 kids taking part. LHI Kids is endorsed by the Governor's Council on Physical Fitness and Nutrition and was designated as the "Governor's Challenge" for youth. In 2010 kids were asked to accumulate 60 minutes of activity, 5 days a week for 100 days, as well as, track consumption of fruits, vegetables, low-fat milk, water, and screen time.

Go the Distance Day and Fall Fitness Day are one day events for schools or organizations to engage 100% of their population in 30 minutes of physical activity. Participating groups are eligible for cash prizes to be used for physical education programs.

Exercise Your Character Day is a collaboration between Hy-Vee, CHARACTER COUNTS!, and the Iowa Sports Foundation. In 2010, over 8,100 fourth and fifth graders met at Hy-Vee Hall to complete their 30 minutes of activity and heard from several celebrities including Shawn Johnson, who spoke on the importance of good character and healthy choices.

## BENEFIT SUMMARY

**\$30,000**

### I. PRINTED MATERIALS

- Logo on Summer and Winter Games T-shirts distributed to all athletes, volunteers, officials, medical personnel
- Color logo on Iowa Sports Foundation letterhead
- Logo on cover of Summer and Winter Games brochures
- Company logo on Summer and Winter Games promotional posters
- Recognition in Summer and Winter Games Opening Ceremony programs
- Logo on outside and inside cover of Summer Games Souvenir Results Book
- Company name on Summer and Winter Games athlete ribbons
- Logo on athlete bags
- Logo on individual and team entry forms
- Other promotional materials as needed

### II. WEB SITE EXPOSURE

- Logo on all Iowa Games Web site pages
- Logo on sponsor Web page with link to your Web site
- Logo will rotate on all Live Healthy Iowa Web site pages
- Logo on Iowa Sports Foundation monthly e-mail newsletter
- Summer and Winter Games promotional e-mails
- Live Healthy Iowa weekly tip

### III. MEDIA EXPOSURE

- Summer and Winter Games Media packets
- Statewide recognition in 30 minute Summer Games preview television show (televised multiple times on the Mediacom Connections Channel and NBC stations in Sioux City, Waterloo, and Quad Cities)
- Summer Iowa Games Des Moines Register Ads (Circulation: 124,295 Readership: 248,590)
- 30 second ad in Summer Games television preview show
- Sponsorship recognition at the end of Iowa Sports Foundation highlight video

### IV. ADVERTISING

- Corporate logo on over 200 statewide newspaper ads
- Patron display area (Summer and Winter Games)
- Corporate banners at Winter and Summer Games Opening Ceremony (4'x 24')
- Full-page ad in Summer Games Souvenir Results Book
- 1/2-page ad in Winter Games newspaper tabloid
- Parade signage (logo on parade car magnetic banners)
- WHO Radio Salute (30 second spot)

### V. MISCELLANEOUS

- Summer and Winter Games brochure distribution center
- Iowa Games logo use
- In-house promotion
- Mascot – available for usage
- Torch Run signage
- VIP Receptions for Summer and Winter Games
- Opportunity to place an item in each Summer and Winter Games athlete bag
- Opportunity to distribute E-coupon to Summer and Winter Games athletes
- Sponsor Recognition Reception
- Iowa State University football tickets (upon availability)
- Exclusivity rights at the gold level
- First consideration for renewal
- Cash Gold Sponsors receive a seat on the Iowa Sports Foundation Board of Directors

# IOWA GAMES • SILVER SPONSOR

## BENEFIT SUMMARY

**\$15,000**

### I. PRINTED MATERIALS

- Company name in Summer and Winter Games brochures
- Company name on Summer and Winter Games promotional posters
- Company name on the front cover of the Summer Games Souvenir Results Book
- Recognition in Opening Ceremony programs
- Company name on athlete bags
- Other promotional materials as needed

### II. WEB SITE EXPOSURE

- Logo on sponsor Web page with link to your Web site

### III. MEDIA EXPOSURE

- Summer and Winter Games Media packets
- Summer Iowa Games Des Moines Register Ads (Circulation: 124,295 Readership: 248,590)
- Statewide recognition in 30 minute Summer Games preview television show (televised multiple times on the Mediacom Connections Channel and NBC stations in Sioux City, Waterloo, and Quad Cities)
- Sponsorship recognition at the end of Iowa Sports Foundation highlight video

### IV. ADVERTISING

- Company name on over 200 statewide newspaper ads
- Patron display area (Summer and Winter Games)
- Banners at Iowa Games events
- 1/2-page ad in Summer Games Souvenir Results Book
- 1/4-page ad in Winter Games newspaper tabloid
- WHO Radio Salute (30 second spot)

### V. MISCELLANEOUS

- Iowa Games logo use – unrestricted
- In-House promotion
- Mascot – available for usage
- VIP Receptions for Summer and Winter Games
- Opportunity to place an item in each Summer and Winter Games athlete bag
- Opportunity to distribute E-coupon to Summer and Winter Games athletes
- Sponsor Recognition Reception
- Iowa State University football tickets (upon availability)
- First consideration for renewal

# IOWA GAMES • CORPORATE SPONSOR

## BENEFIT SUMMARY

**IN-KIND (Minimum Value \$10,000)**

### I. PRINTED MATERIALS

- Company name in Summer and Winter Games brochures
- Summer and Winter Games Souvenir Results Book recognition
- Recognition in Summer and Winter Games Opening Ceremony programs
- Company name on athlete bags

### II. WEB SITE EXPOSURE

- Logo on sponsor Web page with link to your Web site

### III. MEDIA EXPOSURE

- Summer and Winter Games Media packets
- Statewide media tours
- Statewide recognition in 30 minute Summer Games preview television show (televised multiple times on the Mediacom Connections Channel and NBC stations in Sioux City, Waterloo, and Quad Cities)
- Sponsorship recognition at the end of the Iowa Sports Foundation highlight video

### IV. ADVERTISING

- Patron display area (Summer and Winter Games)
- Banners at Iowa Games events
- 1/2-page ad in Summer Games Souvenir Results Book
- 1/4-page ad in Winter Games newspaper tabloid
- WHO Radio Salute (30 second spot)

### V. MISCELLANEOUS

- Logo use
- In-House promotion
- Mascot – available for usage
- VIP Receptions
- Opportunity to place an item in each Summer and Winter Games athlete bag
- Sponsor recognition reception
- Iowa State University football tickets (upon availability)
- First consideration for renewal

# IOWA GAMES • BRONZE SPONSOR

**BENEFIT SUMMARY** **\$7,500**

## **I. PRINTED MATERIALS**

- Company name in Summer and Winter Games brochures
- Summer and Winter Games Souvenir Results Book recognition
- Recognition in Summer and Winter Games Opening Ceremony programs
- Company name on athlete bags

## **II. WEB SITE EXPOSURE**

- Logo on sponsor Web page with link to your Web site

## **III. MEDIA EXPOSURE**

- Summer and Winter Games Media packets
- Statewide media tours
- Statewide recognition in 30 minute Summer Games preview television show (televised multiple times on the Mediacom Connections Channel and NBC stations in Sioux City, Waterloo, and Quad Cities)
- Sponsorship recognition at the end of Iowa Sports Foundation highlight video

## **IV. ADVERTISING**

- Patron display area (Summer and Winter Games)
- Banners at Iowa Games events
- 1/4-page ad in Summer Games Souvenir Results Book
- 1/8-page ad in Winter Games newspaper tabloid
- WHO Radio Salute (30 second spot)

## **V. MISCELLANEOUS**

- Iowa Games logo use
- In-house promotion
- Mascot – available for usage
- VIP Receptions
- Opportunity to place an item in each Summer and Winter Games athlete bag
- Sponsor Recognition Reception
- Iowa State University football tickets (upon availability)
- First consideration for renewal

# IOWA SPORTS FOUNDATION IMPRESSIONS • 2009-2010

## Gold Sponsor Impressions

Category	Summer Games	Winter Games	Total
<b>Printed Impressions</b>			
Newspaper Ads - LOGO (readership)	1,649,384	287,190	1,936,574
Web Site Page Views - LOGO www.iowagames.org/sponsors.aspx			1,816,048 4,414
Live Healthy Iowa Web Page Views - LOGO			1,415,169
Iowa Games Brochure - LOGO	200,000	56,000	256,000
Summer Games Souvenir Program - LOGO	48,000		48,000
Winter Games Newspaper Tabloid - LOGO		9,000	9,000
Iowa Sports Foundation Letterhead - LOGO			10,000
T-Shirts - LOGO	17,137	5,604	22,741
Athlete Ribbons - company name	12,000	3,000	15,000
Athlete Bags - LOGO	3,372,000	2,500,000	5,872,000
Opening Ceremony - LOGO	7,000	1,500	8,500
Additional Entry Forms - LOGO	4,100	1,700	5,800
Posters - LOGO	2,000	1,500	3,500
E-mail Newsletters and Promotions - LOGO (Iowa Games and Live Healthy Iowa Tips - e-mails opened)			215,495
<b>Estimated Impressions</b>			
Radio Ads (listenership and WHO Radio recognitions)	1,000,000	100,000	1,100,000
Preview Show - 30 sec. commercial (viewership)	756,000		756,000
Parades - LOGO	50,000		50,000
Venue Signs - LOGO	35,000	4,000	39,000
<b>Total Gold Impressions</b>	<b>7,152,621</b>	<b>2,969,494</b>	<b>13,583,241</b>

# IOWA SPORTS FOUNDATION IMPRESSIONS • 2009-2010

## SILVER SPONSOR IMPRESSIONS

CATEGORY	SUMMER GAMES	WINTER GAMES	TOTAL
<b>PRINTED IMPRESSIONS</b>			
Newspaper Ad (readership)	1,649,384	174,794	1,936,574
Iowa Games Brochure	100,000	28,000	128,000
Summer Games Souvenir	36,000		36,000
Winter Games Newspaper Tabloid		3,000	3,000
Athlete Bags	3,372,000	2,500,000	6,800,000
Opening Ceremony	3,500	1,500	5,000
Posters	2,000	1,500	3,500
<b>WEB SITE IMPRESSIONS</b>			
www.iowagames.org/sponsors.aspx			4,414
<b>ESTIMATED IMPRESSIONS</b>			
Radio Ads (listenership and WHO Radio recognitions)	1,000,000	100,000	1,100,000
Preview Show (viewership)	756,000		756,000
Venue Signs	35,000	4,000	39,000
<b>Total Silver Impressions</b>	<b>6,953,884</b>	<b>2,812,794</b>	<b>10,811,488</b>

## CORPORATE SPONSOR IMPRESSIONS

CATEGORY	SUMMER GAMES	WINTER GAMES	TOTAL
<b>PRINTED IMPRESSIONS</b>			
Iowa Games Brochure	100,000	28,000	128,000
Summer Games Souvenir Program	36,000		36,000
Winter Games Newspaper Tabloid		3,000	3,000
Athlete Bags	3,372,000	2,500,000	5,872,000
Opening Ceremony	3,500	1,500	5,000
<b>WEB SITE IMPRESSIONS</b>			
www.iowagames.org/sponsors.aspx			4,414
<b>ESTIMATED IMPRESSIONS</b>			
Radio Ads (listenership and WHO Radio recognitions)	1,000,000	100,000	1,100,000
Preview Show (viewership)	756,000		756,000
Venue Signs	35,000	4,000	39,000
<b>Total Corporate Impressions</b>	<b>5,302,500</b>	<b>2,636,500</b>	<b>7,943,414</b>

## BRONZE SPONSOR IMPRESSIONS

CATEGORY	SUMMER GAMES	WINTER GAMES	TOTAL
<b>PRINTED IMPRESSIONS</b>			
Iowa Games Brochure	100,000	28,000	128,000
Summer Games Souvenir Program	36,000		36,000
Winter Games Newspaper Tabloid		3,000	3,000
Athlete Bags	3,372,000	2,500,000	5,872,000
Opening Ceremony	3,500	1,500	5,000
<b>WEB SITE IMPRESSIONS</b>			
www.iowagames.org/sponsors.aspx			4,414
<b>ESTIMATED IMPRESSIONS</b>			
Radio Ads (listenership and WHO Radio recognitions)	1,000,000	100,000	1,100,000
Preview Show (viewership)	756,000		756,000
Venue Signs	35,000	4,000	39,000
<b>Total Bronze Impressions</b>	<b>5,302,500</b>	<b>2,636,500</b>	<b>7,943,414</b>