



Eastern 55+ Regional Games  
Committee  
C/O Seniors Citizens' Drop-In Centre  
42 Renfrew St.  
Pembroke, ON K8A 7T6

Spring, 2017

Dear Sir/Madam:

We are delighted to let you know that Renfrew County will be hosting the biennial Eastern Regional 55+ Games on Wednesday, August 16<sup>th</sup>, 2017. Most events will be located in Pembroke, with two events taking place in Deep River.

This major event is being organised by a Renfrew County-wide volunteer committee and will be hosted under the auspices of the Ontario Senior Games Association (OSGA).

The event will be attended by approximately 500 athletes (55+ years of age) who will represent many districts in the Eastern Ontario regional, from Cornwall to Belleville to Deep River. Competitions will occur in about 15 sports, ranging from the cerebral (bridge, euchre...) to the energetic (cycling, swimming...), with several age range delineations included for the energetic sports. Please note that participants will have previously qualified from competitions within the six districts that make up the region. More details on the many and varied activities of the OSGA can be found at [www.osga55plus.ca](http://www.osga55plus.ca).

We will be highlighting and promoting this event in the Renfrew County media (radio, print, social) before and after the event and our printed materials (posters, website content, registration forms, etc.) will also get attention in the other Eastern ON region districts.

We believe that this event is a very attractive advertising and public relations opportunity for companies in the area and we would like to give your company a chance to get behind this worthy event. Improving the mental and physical health of our aging population is considered a priority at the municipal, county, provincial and national levels.

The Pembroke City Council and other local organizations are fully behind this event and will provide some community venues free of charge. However, there will be considerable costs involved for the *circa* 500 participants and in organizing the event, and we are trying to keep the registration costs as affordable as possible for the senior citizens that take part.

Please find the available sponsorship levels outlined in the attached document. If you need more information or wish to become a sponsor, please contact our committee's Marketing/PR Officer, William Enright, at [william.enright@gmail.com](mailto:william.enright@gmail.com) or 613-602-6276. Thank you in advance for your consideration.

Yours sincerely:

Irene Churchill  
Chair, Eastern Ontario Regional 55+ Games organizing committee

## Sponsorship Level Benefits



Gold - \$2,500 +

- Logo on large banner at banquet
- Logo on registration form
- Name & logo on website
- Name & logo in Program and flyers
- Name & logo on poster - posted at all venues
- Mentioned in all press releases



Silver - \$1,000 - \$2,499

- Name & logo on website
- Name & logo in Program and flyers
- Named as Silver sponsor on poster - posted at all venues
- Mentioned in all press releases



Bronze - \$500 - \$999

- Name on website
- Name in Program and flyers
- Named as Bronze sponsor on poster - posted at all venues
- Mentioned in all press releases