



OSGA 55+ (Ontario Senior Games Association)
Unit 52 – 2455 Cawthra Road, Mississauga, ON L5A 3P1
Phone: (905) 232-8581 • Email: geoff@osga55plus.ca
Website: www.osga55plus.ca/south-central-region.html

RE: SPONSORSHIP REQUEST LETTER – 2017 OSGA 55+ SOUTH CENTRAL REGIONAL GAMES

To Whom This May Concern:

I am writing you on behalf of the OSGA 55+ concerning a sponsorship opportunity for the 2017 OSGA 55+ South Central Regional Games that will happen on Tuesday, August 29th, 2017 in Hamilton, Ontario. The 2017 Regional Games will consist of 400-800 participants whom are 55 years and older and over 100 local volunteers who will be involved in the planning and execution of this event.

The OSGA 55+ (Ontario Senior Games Association) is a small not for profit multi-sport organization for the 55+ demographic. Our mission is to provide older adults in Ontario with an opportunity to increase their social interaction skills, physical and mental well-being and maintain and enhance their psychological and physiological well-being through participation in recreational activities and sports.

On an annual basis, approximately 10,000 older adults (55+) participate in local games in 36 Districts across Ontario. In odd-numbered years, such as 2017, participants have the opportunity to qualify for Regional 55+ Games in 4 specific Regions across Ontario to provide additional opportunities for them to remain active and social.

The OSGA 55+ believes that your organization would be a great sponsor for this type of event as both organizations have a common goal to give back to the community.

As a not for profit organization, we rely heavily on the support of local businesses to fund this unique event. In the past, success is due to a large contribution from sponsors who have gone out of their way to lend financial support for the event. We are seeking sponsorship partners as there are still considerable expenses that need to be covered as we want to keep participant fees at an affordable cost to reduce a financial barrier of older adults from participating in this event.

The OSGA 55+ is offering different sponsorship opportunities, as outlined on page two of this sponsorship package. You have the ability to choose how you would like to participate in this multi-sport event.

On behalf of the OSGA 55+, we look forward to hearing from you. Should you have any inquiries, please contact Geoffrey at (905)-232-8581 or geoff@osga55plus.ca.

Thank you for your consideration to this request.

Sincerely,

Geoffrey Johnson
OSGA 55+ Program Manager

SPONSORSHIP PACKAGE

This package is for an organization that wants to provide significant financial support for this unique event that makes an impact on the 55+ demographic. If your organization believes in older adult participation in sport and recreational activities then this package is for you!

**PRESENTING
SPONSOR**

\$7,500

1. Listed as 2017 OSGA 55+ South Central Regional Games presented by “COMPANY NAME”
2. Name and logo on all promotional items; posters, programs, flyers
3. Name and logo on registration form
4. OSGA 55+ website – SCRG2017 webpage with a link directing to company website
5. Opportunity to display company booth at banquet
6. Invitation up to 4 representatives to the banquet dinner

**GOLD
SPONSOR**

\$2,500-5,000

1. Logo and name on all programs
2. OSGA 55+ website – SCRG2017 webpage with a link directing to company website
3. Logo and name on all posters – posted at all venues (over 5 different venue locations)
4. Opportunity to display company banner at banquet
5. Invitation up to 2 representatives to the banquet dinner

**SILVER
SPONSOR**

\$1,000-2,499

1. OSGA 55+ website – SCRG 2017 webpage with a link directing to company website
2. Name and logo on all programs
3. Opportunity to display company banner at banquet

**BRONZE
SPONSOR**

\$500-999

1. OSGA 55+ website – SCRG2017 website with a link directing to company website
2. Name or logo (your choice) on all programs

**FRIENDS OF
THE GAMES**

\$100-250

1. Logo in dinner banquet program
2. OSGA 55+ website – SCRG2017 webpage with a link directing to company website