SPONSORSHIP PACKET

NATIONAL VETERANS GOLDEN AGE GAMES

June 22-27, 2020
Madison, WI

COMPETITIONS INCLUDE:
AIR PISTOL
AIR RIFLE
BADMINTON
BASKETBALL
BLIND DISC GOLF
BOCCIA
BOWLING
CYCLING
FIELD
GOLF
HORSESHOES
NINE BALL
PICKLEBALL
POWERWALK
SHUFFLEBOARD
SWIMMING
TABLE TENNIS
TRACK

U.S. Department of Veterans Affairs

Host VAMC:
William S. Middleton Memorial Veterans Hospital
WWW.VETERANSGOLDENAGEGAMES.VA.GOV
May 1, 2019

Dear Prospective Donor,

The William S. Middleton Memorial Veterans Hospital has been selected to host the 34th National Veterans Golden Age Games (NVGAG) June 22-27, 2020. Over 800 veterans from across the nation ages 55+ will travel to Madison with their friends and families to compete in a premier senior adaptive program consisting of 18 medal events and 3 exhibition events.

For veterans such as 95-year-old Ira Walton, who earned two Bronze Stars for meritorious service in combat zones, there is fierce pride competing in the National Veterans Golden Age Games. Ira served his country during a 31-year military career spanning World War II, the Korean War, and the Vietnam War and is now an annual participant in the Games, which has brought a new mission to his life.

The National Veterans Golden Age Games reached 31.57 million people in 2018 and continues to grow through multiple mediums such as social media, television and radio. The 2020 Golden Age Games will be headquartered at the Alliant Energy Center and events will be held throughout Madison and the surrounding communities. Throughout the week there are events for veterans, family, friends, volunteers, and spectators from the community to attend; this includes but is not limited to a Health and Wellness Expo, Parade of Athletes, Sponsorship Recognition Event, Wall of Heroes, and a Passing of the Torch Ceremony, to name a few.

Your support is crucial to ensure our Nation’s veterans continue to have an opportunity to compete at a high level to showcase their skill, determination and grit. In addition to monetary or in-kind support, we also encourage your employees or organization members to join the community in experiencing the Games firsthand as volunteers and/or as fans in the stands. Spectators will be inspired as they witness the Veteran athletes strive to achieve their personal best.

We would be honored to have you join us in making the 2020 games an even bigger success.

**Will you join us as a sponsor as we honor our nations heroes?**

For more information regarding sponsorship opportunities I am available by email shelby.hoops@va.gov or by phone at 608-256-1901 extension 12795.

We look forward to seeing you at the 34th National Veterans Golden Age Games!

In gratitude,

Shelby Hoops
Local Organizing Committee Sponsorship Chair
2020 National Veterans Golden Age Games
Tax ID No.: 39-0817515
MISSION

The Games provide eligible senior Veterans with the opportunity to engage in rehabilitative sport and recreation competition.

HISTORY OF THE NVGAG

In 1985, the first NVGAG took place in Albany, GA with 115 competitors representing VA medical facilities across the United States. This outstanding program has grown from 115 competitors to almost 800.

COMPETITON

Competitive events include: air pistol, air rifle, badminton (singles and doubles), basketball (3-on-3, free throw), blind disc golf, boccia (singles and doubles), bowling, cycling, field (discus, javelin, shot put), golf, horseshoes, nine ball, pickleball, power walk, shuffleboard, swimming, table tennis and track. Local exhibition event(s) are typically offered each year.

Sports and fitness are vital ingredients of VA’s National Rehabilitation Special Events. Physical activity and friendly competition engage the mind as well as the body, and recreation therapy fills a special need in the lives of older patients at VA health centers across the country.

VA research and clinical experience verify that physical activity is particularly important to the health, recovery and overall quality of life for older people. The NVGAG is a national showcase for preventative and therapeutic value of sports, fitness and recreation for all older Americans.

Joe Naylor
Coordinator - Local Organizing Committee
National Veterans Golden Age Games
Wm. S. Middleton Memorial VA Hospital
2500 Overlook Terrace
Madison, WI 53705
(608) 256-1901 ext. 11494
(608) 215-3219
The National Veterans Golden Age Games

is the premier senior adaptive rehabilitation program in the United States, and the only national multi-event sports and recreational seniors’ competition program designed to improve the quality of life for all older Veterans, including those with a wide range of abilities and disabilities.

The National Veterans Golden Age Games is one of the most progressive and adaptive rehabilitative senior sports programs in the world.

BEYOND THE NVGAG

Since 2004, the Games serve as a qualifying event for competition in the National Senior Games in a number of competitive events. www.nsga.com
821 Participants

Ages in Attendance

Gender in Attendance

Female 20.22%
Male 79.78%

STATE

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2018 STATS

821 Participants

Ages in Attendance

Gender in Attendance

Female 20.22%
Male 79.78%
SPONSORSHIP OPPORTUNITIES - MADISON 2020

The National Veterans Golden Age Games are supported in part by the Department of Veterans Affairs and through donations by various corporations/organizations both locally and nationally. Funds can be earmarked by the sponsor to support the program in a variety of areas, some of which include printing, hospitality, equipment, etc.

Should any organization or corporation wish to contribute annually to the NVGAG, a Memorandum of Agreement (MOA) will be developed with the Department of Veterans Affairs, outlining responsibilities of all parties and sponsor level benefits. All sponsors are afforded the right to approve the manner in which its name, trademark and logo are used in connection with the National Veterans Golden Age Games.

<table>
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<tr>
<th>SPONSORSHIP LEVELS</th>
<th>NATIONAL $200,000</th>
<th>HOST $100,000</th>
<th>PLATINUM $50,000</th>
<th>GOLD $25,000</th>
<th>SILVER $10,000</th>
<th>BRONZE $1,000</th>
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<td>20'x10'</td>
<td>20'x10'</td>
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<td>10'x10'</td>
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</table>

- The NVGAG greatly appreciates in-kind support, such as securing venues, covering the cost of competition for Veteran athletes and covering volunteer meals, to help offset NVGAG operational expenses.

- Volunteer: We also encourage your employees or organization members to join us to experience the Games firsthand as volunteers and/or as “fans in the stands.” Spectators will be inspired as they witness the Veteran athletes strive to achieve their personal best.
To: Interested Donors

Dear Sir or Madam:

Thank you for your inquiry regarding the tax deductibility of donations made in support of the 34th Annual National Veterans Golden Age Games - scheduled to be hosted in Madison, WI in June of 2020. Although our VA medical facility is not a 501c3 non-profit organization, as an agency of the U.S. Government, we have the same “tax status” as a 501c3. All donations that a corporation or individual donate to any agency of the federal government are tax deductible.

According to the IRS Tax Code that outlines the tax deductibility of the gifts to the VA medical facility (Title 26, United States Code, Section 2522 - Charitable and Similar Gift):

   a. Citizens or residents - In computing taxable gifts for the calendar year, there shall be allowed as a deduction in the case of a citizen or resident the amount of all gifts made during such year to or for the use of-

   (1) The United States, any State, or any political subdivision thereof, or the District of Columbia, for exclusively public purposes.

If you require additional information or clarification on the tax deductibility of donations, please contact me at:

Shelby.Hoops@va.gov or by phone (608) 256-1901

Sincerely,

Shelby Hoops

Local Organizing Committee Sponsorship Chair
2020 National Veterans Golden Age Games

Tax ID No.: 39-0817515
The National Veterans Golden Age Games are funded in part by the Department of Veterans Affairs and through donations by corporations and organizations at the local and national level. In addition to supporting Veterans involved in one of the most progressive and adaptive rehabilitative sports programs in the world, your generous contribution will also provide your organization exposure to a local and national reach of more than 31 million individuals.

**Host Sponsor Benefits**

$100,000

**Promotion and Branding**

- Presentation of medals to athletes
- Listing in official Games video
- Authorized usage of official Games logo
- Complimentary 20’x 10’ Health & Wellness Expo Booth
- “Presented by...” spots on the PSA’s
- Corporate logo prominently displayed on all volunteer & athlete shirts
- Corporate merchandise included in athlete welcome packet
- Signage throughout on-site venue
- Information Booth located in the lobby of Alliant Energy Center for the duration of the Games - Enables access to over 3,000 Veterans, Family Members, Volunteers and General Public

**Print & Multi-Media Recognition**

- Company logo/description in Health and Wellness Expo Guide
- Signage appropriate to sponsor level
- Recognized in Local & National and press releases
- Logo placement on the Games website
- **Full-page Color ad in official Games program**
- Logo on official Games memorabilia & volunteer/athlete App
- “Presented by...” recognition prior to and throughout the Games

**Networking Opportunities**

- 10 Tickets to VIP’s and Sponsor recognition event
- Access to exclusive opportunities for staff
- **Multiple platforms to interact with Department of Veterans Affairs’ leadership and other VIP’s**
Host Sponsor Benefits - Continued

$100,000

News/Social Coverage:
- Local news interview(s) with NVGAG staff announcing Partner Host Sponsor
- Live feed radio & television opportunities prior to and during Games

Additional Benefits
- Regular updates from local NVGAG Leadership
- Guaranteed participation in local NVGAG pre-event gatherings
- Access to Exclusive volunteer opportunities throughout the games
- **On-site individual sports event sponsorship (3) - $15,000 value**
- Featured on coach transportation streaming video loop
The National Veterans Golden Age Games are funded in part by the Department of Veterans Affairs and through donations by corporations and organizations at the local and national level. In addition to supporting Veterans involved in one of the most progressive and adaptive rehabilitative sports programs in the world, your generous contribution will also provide your organization exposure to a local and national reach of more than 31 million individuals.

**Platinum Sponsor Benefits**

$50,000

**Promotion and Branding**

- Presentation of medals to Athletes
- Listing in Official Games Video
- Use of Official Games logo
- Complimentary 20’x10’ Health & Wellness Expo booth/table/power
- Corporate logo displayed on all volunteer & athlete shirts
- Information Booth located in the lobby of Alliant Energy Center for the duration of the Games
  - Enables access to over 3,000 Veterans, Family Members, Volunteers and General Public

**Print Recognition**

- Company logo/description in Health and Wellness Expo Guide
- Signage appropriate to sponsor level
- Recognized in Local & National press releases
- Logo placement on the Games website
- Full-page B/W ad in official Games program
- Logo on official Games memorabilia

**Networking Opportunities**

- 8 Tickets to VIP’s and Sponsor recognition event
- Access to exclusive event opportunities for staff

**News/Social Coverage:**

- Live feed radio & television opportunities during Games
- Cross collaboration opportunities with National NVGAG Public Affairs/Marketing team

**Additional Benefits**

- Monthly updates from local NVGAG Leadership
- Guaranteed participation in local NVGAG pre-event gatherings
- Exclusive volunteer opportunities throughout the games
- On-site individual sports event sponsorship (2) - $5,000 value
- Featured on coach transportation streaming video loop
The National Veterans Golden Age Games are funded in part by the Department of Veterans Affairs and through donations by corporations and organizations at the local and national level. In addition to supporting Veterans involved in one of the most progressive and adaptive rehabilitative sports programs in the world, your generous contribution will also provide your organization exposure to a local and national reach of more than 31 million individuals.

**Gold Sponsor Benefits**  
$25,000

**Promotion and Branding**
- Presentation of medals to Athletes
- Listing in Official Games Video
- Use of Official Games logo
- Complimentary 10’x10’ Health & Wellness Expo booth/table/power

**Print Recognition**
- Company logo/description in Health and Wellness Expo Guide
- Signage appropriate to sponsor level
- Listing on the Games website
- Half-page B/W ad in official Games Program
- Logo on official Games memorabilia

**Networking Opportunities**
- 6 Tickets to VIP’s and Sponsor recognition event
- Access to exclusive event opportunities

**Additional Benefits**
- Monthly updates from local NVGAG Leadership
- Guaranteed participation in local NVGAG pre-event gatherings
- Exclusive volunteer opportunities throughout the games
- On-site individual sports event sponsorship (1) - $5,000 value
- Featured on coach transportation streaming video loop
The National Veterans Golden Age Games are funded in part by the Department of Veterans Affairs and through donations by corporations and organizations at the local and national level. In addition to supporting Veterans involved in one of the most progressive and adaptive rehabilitative sports programs in the world, your generous contribution will also provide your organization exposure to a local and national reach of more than 31 million individuals.

Silver Sponsor Benefits
$10,000

Promotion and Branding
- Presentation of medals to Athletes
- Listing in Official Games Video
- Complimentary 10’x10’ Health & Wellness Expo booth/table/power

Print Recognition
- Logo listing on the Games website
- Quarter-page B/W ad in official Games Program
- Logo on official Games memorabilia

Networking Opportunities
- 4 Tickets to VIP’s and Sponsor recognition event
- Access to exclusive event opportunities

Additional Benefits
- Monthly updates from local NVGAG Leadership
- Guaranteed participation in local NVGAG pre-event gatherings
- Exclusive volunteer opportunities throughout the games
- Featured on coach transportation streaming video loop
The National Veterans Golden Age Games are funded in part by the Department of Veterans Affairs and through donations by corporations and organizations at the local and national level. In addition to supporting Veterans involved in one of the most progressive and adaptive rehabilitative sports programs in the world, your generous contribution will also provide your organization exposure to a local and national reach of more than 31 million individuals.

**Bronze Sponsor Benefits**

$1,000

**Promotion and Branding**

- Presentation of medals to Athletes
- Listing in Official Games Video
- Complimentary 10’x10’ Health & Wellness Expo booth/table/power

**Print Recognition**

- Logo listing on the Games website
- Logo on official Games memorabilia

**Networking Opportunities**

- 2 Tickets to VIP’s and Sponsor recognition event
- Access to exclusive event opportunities

**Additional Benefits**

- Quarterly updates from local NVGAG Leadership
- Guaranteed participation in local NVGAG pre-event gatherings
- Exclusive volunteer opportunities throughout the games
- Featured on coach transportation streaming video loop