

# 2014 NUTMEG STATE GAMES

## SPONSOR OPPORTUNITIES

The Nutmeg State Games, a Division of the Connecticut Sports Management Group, Inc. is a registered 501(c) (3) Non-Profit Organization and the Official State Games of Connecticut!





# TESTIMONIALS

**Charles L Dennis - Swim Meet Director - Former Head Swim Coach, United States Coast Guard Academy.**

*"As a physical education teacher and former collegiate coach I have many times heard the expression "its not what effect that the youngster has on the ball but what effect the ball has on the youngster." It is my impression over the years that the Nutmeg State Games has a very positive effect on the thousands of participants each year. I am proud to have been part of the program.*

**Kevin Nathan, Sports Anchor, WVIT NBC 30**

*"The Nutmeg State Games mean so much too so many people in Connecticut. It's given thousands of kids a chance to compete and have fun—what sports should be all about."*

**Jaye Stuart - Field Hockey Coach (West Region) - Connecticut Revolution Field Hockey Club.**

*"The Nutmeg State Games offer the opportunity for young and old to come together as a community to compete, renew acquaintances and witness inspiring players and competitors from all aspects of life! As a high school and club coach in Connecticut, it's exciting to see the fieriest of competitors playing alongside their rivals, as teammates. It opens the door for new levels of respect as well as a better perspective of the role of athletics in life."*

**Michael Church - Baseball Coach (North Region) - New England Knights Baseball Program.**

*"It's an honor for our players to have the opportunity to compete in the "Games" every year representing their families and community through sport. Everything about the Nutmeg State Games is first-class."*

**John McCormick - Lacrosse & Ice Hockey Coach (West Region) - Avon.**

*"Avon has participated the last 4 years in both Lacrosse and Hockey in the Nutmeg State Games. We have appreciated the spirit of "competitive" play but the constant reminder of good sportsmanship from the CSMG administration has made it very rewarding for all participants."*

**Jay Creel, Founder & Director FireAnts Youth Hockey Program.**

*"My inline hockey program has spent the last 6 years working with the Nutmeg State Games and have found that participation in the Nutmeg State Games tournament has not only been rewarding but it has proven to be a great learning experience for many of our young athletes. Through the tremendous efforts of the Nutmeg State Games organizers, they have fostered an environment of fair and level competition. Each year when our program is putting the new season together, we begin with circling the dates for the Nutmeg Games. Pride is measured in many ways and our experience has shown that taking home the coveted Nutmeg State Games GOLD MEDAL ranks at the top of the list of accomplishments."*

**Jim Welton, Girls Basketball Coach (West Region) - Southbury.**

*"To me the Nutmeg State Games represents all that is good in youth sports. Unlike AAU, the cost is extremely low so anyone can play. It also, often brings kids together who may not typically play together as they band together to represent their region of the state. While being extremely well organized, the Nutmeg State Games at the same time are not bogged down by a ton of rules and regulations – they are constantly trying to find ways for inclusion, not ways to keep people out. The kids that I have coached still remember all of the great teams, venues and games that they played, win or lose with great fondness."*



The **Nutmeg State Games**, a Division of the Connecticut Sports Management Group, Inc. is a registered 501(c)(3) Non-Profit Organization, a member of the National Congress of State Games and the **Official State Games of Connecticut!**



[www.NutmegStateGames.org](http://www.NutmegStateGames.org)





## INTRODUCTION - "Helping Good Kids Make Good Choices"



**Who:** Since the inception of the "Games" in 1989, more than 135,000 amateur athletes have participated in the "Games". The Nutmeg State Games is a 501(c) (3) organization dedicated to providing a forum that initiates and encourages camaraderie between different ages, socioeconomic and cultural groups through athletic competition and the Olympic spirit. The event assists in the development of physical fitness and promotes positive healthy activities for the participants, their families and the communities where they live.

**What:** The Nutmeg State Games is the largest amateur multi sport Olympic-style sporting event in Connecticut. We are now celebrating our 26th year of uniting Connecticut's residents in the common bond of amateur sport and Olympic spirit. This event is recognized by the US Olympic Committee and the Nutmeg State Games is a member in good standing of the National Congress of State Games.

**Where:** The "Games" will be hosted by the City of New Britain in 2014. Competitions will also take place around the state of Connecticut at top college, high school and municipal venues.

**When:** July 12th through July 27<sup>th</sup>, 2014

**Participants:** More than 6,500 participants, 550 coaches and over 20,000 spectators will take part in the 2014 Nutmeg State Games representing every one of the 169 cities and town in the State of Connecticut. Participants range from eight to eighteen years of age.

**Estimated Annual Economic Impact:** According to a study conducted by the Northwest Convention and Visitors Bureau in 2008 and 2009 the Nutmeg State Games delivered \$579,740 in direct spending and \$1,043,532 in total economic impact to the region each year.

### Benefits:

- Extensive Marketing Campaign with over 16 million media impressions including Radio, Print, Internet and Direct Mail.
- Reach a diverse market throughout the entire state of Connecticut
- Sponsorship levels are available offering logo representation on T-Shirts, Signage, Brochures, Postcards, Flyers, Programs, Mailings, Newsletters, Team Photos, Media Advertising, Website, Email Marketing Campaigns, Social Media Campaigns and Medal Podiums.
- Naming and advertising opportunities throughout the games and supporting events.
- Coupon distribution and product sampling opportunities at various events.
- Tickets and invitations to banquets and events that support the "Games".

The **Nutmeg State Games**, a Division of the Connecticut Sports Management Group, Inc. is a registered 501(c)(3) Non-Profit Organization, a member of the National Congress of State Games and the **Official State Games of Connecticut!**

[www.NutmegStateGames.org](http://www.NutmegStateGames.org)



## 2014 ORGANIZATIONAL GOALS

1. Continue to provide a forum that initiates and encourages relationships between different ages, socioeconomic and cultural groups through athletic competition and fair play.
2. Expand our community partnerships with local organizations, businesses and corporations.
3. Continue to fund our Educational Component which provides our audience with pertinent and timely topics that are impacting the youth of Connecticut.
4. Expand our Internship Program to provide more opportunities to Sport and Recreation Management students to attain practical hands on experience in event management.
5. Develop a "Rainy Day Fund" to continue operations if a funding source is discontinued.
6. Develop a mobile application that allows participants, coaches, parents and spectators to access information about their events: i.e. event schedules, game scores, results, facility information and tournament rules.

## NOTEWORTHY FEATURES

**OLYMPIC MODEL:** Few events in Connecticut embody the spirit and values of amateur athletics like the Nutmeg State Games. Team sports are configured regionally in an attempt to eradicate town rivalries and promote collaborations among participants. Inner city and suburban participants are merged together and opponents become teammates and friends.

**SPORTSMANSHIP:** Poor sportsmanship in youth sports jeopardizes the core values and benefits of amateur athletics. The "Games" strives to eliminate improper actions of athletes, coaches and parents by emphasizing sportsmanship in all events through a program that recognizes and rewards positive behavior.

**AFFORDABILITY:** While the "Games" are similar in nature to other events that provide valuable exposure to college coaches, a unique feature is the significantly lower cost for the participants. The average Entry Fee is \$29.00 per participant and has only increased by **\$9.00 in 25 years.**

**SUSTAINABILITY:** The "Games" have remained viable for twenty-four years in good and bad economic times due to strong leadership from its Board of Directors, an experienced and dedicated staff and carefully developed relationships with athletes, facilities, athletic administrators and officials across Connecticut.

**VOLUNTEERISM:** Each year 1,000 volunteers come together to help unite Connecticut through amateur athletics. Volunteers range from coaches, referees, officials, sport coordinators, interns, and medical staff members. Our substantial volunteer support from numerous organizations allows more funds to be spent on the athletes.





## 2014 CALENDAR OF EVENTS

### THURSDAY, FEBRUARY 27<sup>TH</sup>

#### 20<sup>th</sup> Annual Director's Club Banquet

Hosted by the Aqua Turf Club - Attendance Approximation: 300+

### SATURDAY, MAY 10<sup>TH</sup>

#### 5<sup>th</sup> Annual Northeast Football Showcase

Hosted by Cheshire High School - Attendance Approximation: 200+ Athletes

### MONDAY, MAY 12<sup>TH</sup>

#### 22<sup>nd</sup> Annual Golf Scramble

Stanley Golf Course, New Britain - Attendance Approximation 144+ Golfers

### MAY 17<sup>TH</sup> & 18<sup>TH</sup>

#### 35<sup>th</sup> Connecticut Masters' Games - Formerly known as the Connecticut Senior Games

Hosted by the City of New Britain - Attendance Approximation: 1,500+ Athletes

### JULY 12<sup>TH</sup> – JULY 27<sup>TH</sup>

#### 26<sup>th</sup> Nutmeg State Games

Hosted by the City of New Britain - Attendance Approximation: 6,500+ Athletes

### SEPTEMBER 19<sup>TH</sup> & 20<sup>TH</sup>

#### 2<sup>nd</sup> Annual Nutmeg Basketball Coaches Clinic

Hosted by the Ramada Plaza, Hartford - Attendance Approximation: 150+ Coaches

### FRIDAY, OCTOBER 10<sup>TH</sup>

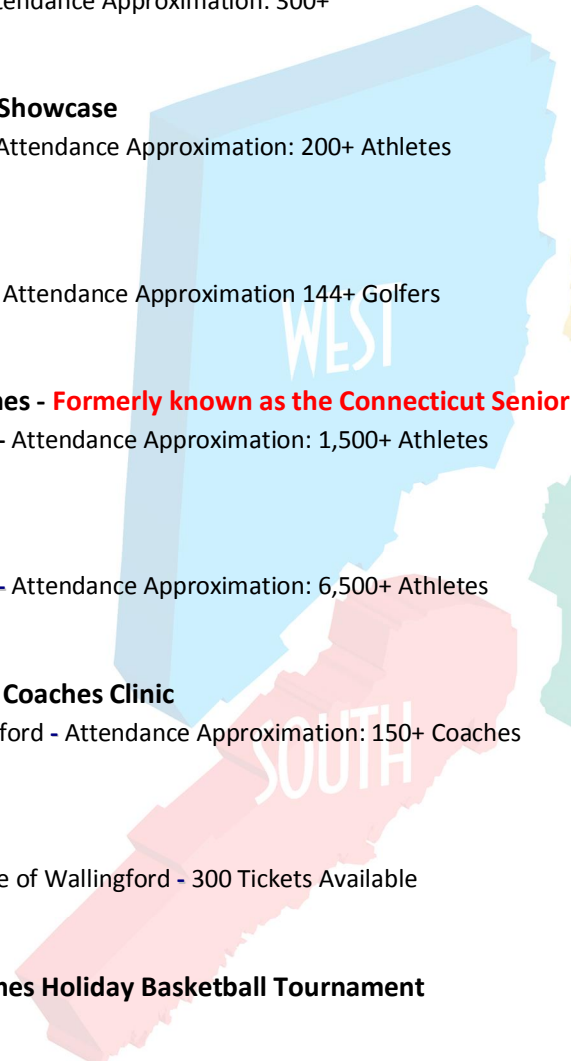
#### 5<sup>th</sup> Annual \$10,000 Raffle

Drawing to be held at the ShopRite of Wallingford - 300 Tickets Available

### DECEMBER 26<sup>TH</sup> - 29<sup>TH</sup>

#### 2<sup>nd</sup> Annual Nutmeg State Games Holiday Basketball Tournament

Hosted by: TBA



The Nutmeg State Games, a Division of the Connecticut Sports Management Group, Inc. is a registered 501(c)(3) Non-Profit Organization, a member of the National Congress of State Games and the Official State Games of Connecticut!



[www.NutmegStateGames.org](http://www.NutmegStateGames.org)





## MISSION OF THE "GAMES"

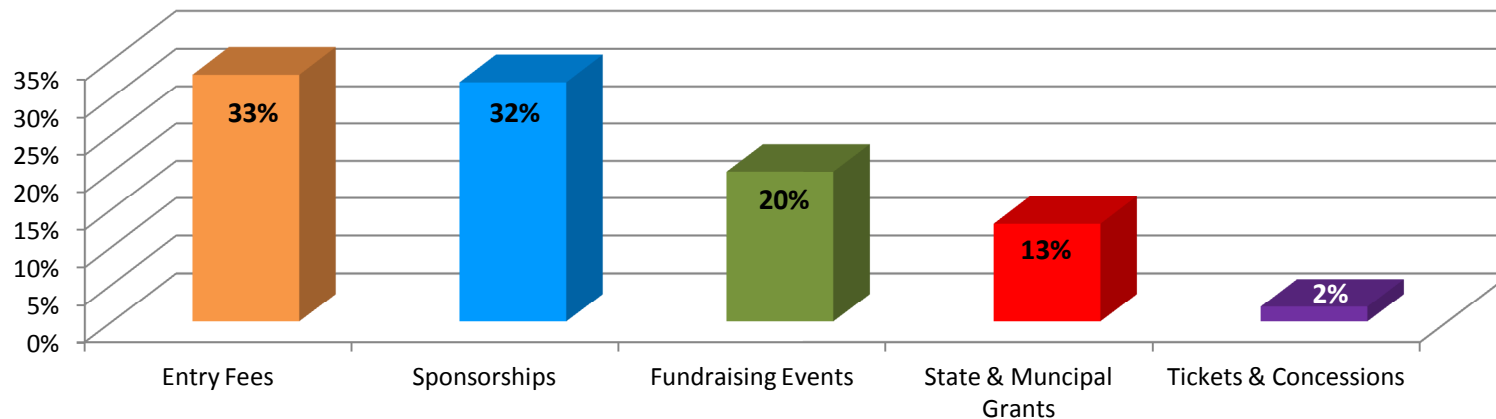
- ✓ To recognize and reward Connecticut residents, of all ages, who have chosen to participate in healthy, wholesome activities that reflect positively on them, their families and respective communities.
- ✓ To promote and reinforce the Olympic spirit of Competition that values sportsmanship, effort and achievement.
- ✓ To motivate personal development in physical fitness and health through attainable goals.
- ✓ To provide a forum that initiates and encourages camaraderie between different ages, socioeconomic and cultural groups through athletic competition and fair play.

The Nutmeg State Games, through the venue of competitive sports, seeks to contribute positively to the physical, mental and emotional growth of our athletes. We believe that participation in athletics provides opportunities to develop the qualities of leadership, hard work, self confidence and mental and physical toughness. Competitive athletics lays the foundation for positive lifelong habits that contribute to a healthy life style and teaches team work, sportsmanship and respect for others. The Nutmeg State Games includes participants from all religious, racial and socio economic groups contributing to a truly statewide Connecticut event.

**MORE THAN JUST A GAME...** Personal Development, Sportsmanship, Physical Fitness, Teamwork, Volunteerism

**HOW DO WE MAINTAIN OURSELVES....?** Our income is derived from Corporate Sponsorships, Major Fundraising Events, Athlete Entry Fees, Ticket Sales, Food Concessions, and, Grants from State and Municipal Governments.

## 2013 NUTMEG STATE GAMES



The **Nutmeg State Games**, a Division of the Connecticut Sports Management Group, Inc. is a registered 501(c)(3) Non-Profit Organization, a member of the National Congress of State Games and the **Official State Games of Connecticut!**



[www.NutmegStateGames.org](http://www.NutmegStateGames.org)





## HISTORY

The Nutmeg State Games began in 1988 as an idea fostered by William G. Mudano Sr. (Retired), and supported by Connecticut legislators. The first competition took place at Eastern Connecticut State University and included 1,200 participants, several hundred volunteers and several thousand spectators made up largely of friends and relatives of the athletes.

Since those humble beginnings, the Games have grown dramatically and have evolved into the largest amateur athletic competition in the State of Connecticut. Since the inception of the "Games" more than 135,000 amateur athletes have participated.

While grassroots participation is a focal point, there have been a number of passed participants who have continued on to compete in professional sports or as a member of the USA Olympic team, not to mention thousands of athletes who have enjoyed successful college careers. NBA All-Star Vin Baker, and former UCONN great and WNBA star, Jennifer Rizzotti got their starts in the "Games."

## PREVIOUS HOST CITIES & COLLEGES

<b>1989 – 1990</b>	City of Willimantic and Eastern Connecticut State University
<b>1991 – 1994</b>	City of New Britain and Central Connecticut State University
<b>1995 – 1996</b>	City of Hamden and Quinnipiac University
<b>1997 – 2001</b>	City of Hartford, Trinity College and Saint Joseph's College
<b>2002 – 2003</b>	City of New London and Connecticut College
<b>2004</b>	City of Hartford, Trinity College and Saint Joseph's College
<b>2005 – 2007</b>	City of Bridgeport and the Univ. of Bridgeport, Fairfield Univ. and Sacred Heart Univ.
<b>2008 – 2009</b>	City of Danbury and Western Connecticut State University
<b>2010 – 2014</b>	City of New Britain and Central Connecticut State University

## ECONOMIC IMPACT

Conservative estimates found that the Nutmeg State Games generates an annual impact of over \$1.5 million per year to the host city. Hosting a sport event like the Nutmeg State Games provides a number of benefits such as, increasing community visibility, influx of visitors, positive income from participants / spectators, new and retainable volunteer staff, and enhancing community image.

The Northwest Convention and Visitors Bureau conducted an economic impact study on the 2008 Nutmeg State Games (4,848 total athletes) and found that the financial benefit to the Host City at the time (Danbury) was \$579,740 in direct spending and \$1,043,532 in total economic impact.

Each year the Nutmeg State Games provides a significant economic impact to Connecticut and the host city by supporting Connecticut based businesses through direct spending to run the "Games". The Nutmeg State Games has an operating budget of over \$600,000. Since 1989, the Nutmeg State Games has provided over \$80,000 in academic scholarships for Connecticut high school students to attend college.



The **Nutmeg State Games**, a Division of the Connecticut Sports Management Group, Inc. is a registered 501(c)(3) Non-Profit Organization, a member of the National Congress of State Games and the **Official State Games of Connecticut!**

[www.NutmegStateGames.org](http://www.NutmegStateGames.org)



## SPORT OFFERINGS & NOTABLE ACHIEVEMENTS FROM 2013

### TEAM SPORT OFFERINGS:

- **Baseball** - age groups offered: 10 & Under, 12 & Under, 13's, 15 & Under, 18 & Under.
- **Basketball** - age groups offered: 10 & Under, 12 & Under, 14 & Under, 16 & Under, 18 & Under.
- **Fastpitch Softball** - age groups offered: 12 & Under, 14 & Under, 16 & Under, 18 & Under.
  - o 32 Softball teams took part in the 2013 "Games" making it the largest Softball Tournament in our 25 year history!
- **Field Hockey** (7 vs. 7 Format) - age groups offered: 15 & Under, 18 & Under, Open (19 & Over).
  - o 38 Field Hockey teams took part in the 2013 "Games" making it the largest Field Hockey Tournament in our 25 year history!
- **Ice Hockey** - age groups offered: 8 & Under, 10 & Under, 12 & Under, 14 & Under, 18 & Under.
- **Lacrosse** - age groups offered: 11 & Under, 13 & Under, 15 & Under, 18 & Under.
  - o 45 Lacrosse teams took part in the 2013 "Games" making it the largest Lacrosse Tournament in our 25 year history!
- **Roller Hockey** - age groups offered: 8 & Under, 10 & Under, 12 & Under, 14 & Under, 18 & Under.
- **Rugby** - age groups offered: 16 & Under, 18 & Under, Open (19 & Over).
- **Soccer** - age groups offered: 11 & Under, 12 & Under, 14 & Under, 16 & Under, 18 & Under, Open (19 & Over).
- **In 2013, the Nutmeg State Games Administration scheduled 600 team sport games in a twelve day period for well over 4,000 team sport athletes!**



### INDIVIDUAL SPORT OFFERINGS:

- **Archery** - age groups offered from 8 & under through adult / masters categories.
- **Cycling Criterium** - age groups offered from junior through veteran categories.
- **Fencing** - age groups offered from 10 & under through veteran categories.
  - o 278 Fencers took part in the 2013 "Games" making it the largest Fencing Tournament in our 25 year history!
- **Figure Skating** - age groups offered from 6 & under through adult / masters categories.
  - o 289 Figure Skaters took part in the 2013 "Games" making it the largest Figure Skating Competition in our 25 year history!
- **Golf** - age groups offered from 10 & under through 18 & under.
- **Gymnastics** - age groups offered from 6 & under through adult / masters categories.
- **Judo** - age groups offered from 6 & under through adult / masters categories.
- **Shooting** - age groups offered from 10 & Under through veteran categories.
- **Swimming** - age groups offered from 8 & under through 18 & under.
- **Track & Field** - age groups offered from 6 & under through adult / masters categories.
- **Wrestling** - age groups offered from 13 & under & under through adult / masters categories.
- **In 2013, more than 2,000 individual sport athletes participated in our 11 different individual sport competitions!**

The **Nutmeg State Games**, a Division of the Connecticut Sports Management Group, Inc. is a registered 501(c)(3) Non-Profit Organization, a member of the National Congress of State Games and the **Official State Games of Connecticut!**

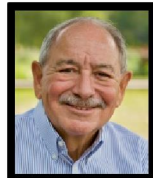


## BOARD OF DIRECTORS

### EXECUTIVE BOARD - Officers



**Mark Lauretti,**  
*President*  
Mayor, City of Shelton



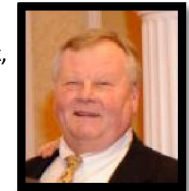
**Steve Cassano,**  
*Vice President*  
State Senator, 4th District



**Joe Jeamel,**  
*Treasurer*  
Rockville Bank, Retired



**Brian Cuddeback,**  
*Secretary*  
Cigna



**Don Drust,**  
*Past President*  
ShopRite of  
Wallingford &  
Southington

### EXECUTIVE BOARD - Members at Large

- **Arthur Baker,** Stanley Access Technologies, LLC
- **Curtiss Clemens, Sr.,** Century 21/Clemens & Sons
- **Brendan Kennedy,** Camilliere, Cloud & Kennedy
- **Jay Malczynsky,** Gaffney, Bennett & Associates
- **Joseph McDonald,** McDonald Law Associates
- **William Mudano,** CSMG Executive Director (Retired)
- **Dominick Perno,** PMA Companies
- **David Polk,** First Tee - Connecticut

### FULL BOARD MEMBERS

- **Jim Amann,** Speaker Emeritus, CT House of Representatives
- **Frederick Beckham,** Associated Press
- **Sarah DaDalt,** Enterprise Holdings, Inc.
- **Rus Hauswirth,** Highland Capital Brokerage
- **Steven Hunt,** W.B. Mason
- **Sheila Marshall,** Frito Lay
- **Keith Overland,** Norwalk Chiropractic
- **Jeffery Pugliese,** Middlesex Chamber of Commerce
- **Jeremy Soboleski,** Snowden Capital Advisors, LLC
- **Brian Smith,** Smith Brothers Insurance
- **JJ Twigg,** Hartford Financial Associates
- **Carolyn Vanacore,** Professor Emeritus, Southern CT State University.
- **Michael Zubretsky,** Red Stone Commercial Funding



The **Nutmeg State Games**, a Division of the Connecticut Sports Management Group, Inc. is a registered 501(c)(3) Non-Profit Organization, a member of the National Congress of State Games and the **Official State Games of Connecticut!**



### SPONSOR SUPPORT

20 Connecticut corporations statewide represented the 2013 Nutmeg State Games' "Family of Sponsors".

#### Title Sponsor



#### Platinum Plus & Platinum Sponsors



Richard P. Garmany Fund  
at the Hartford Foundation for Public Giving



Judicial Branch Community Service Program

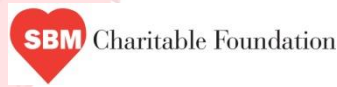
#### Gold & Silver Sponsors



NEW BRITAIN HERALD



#### Bronze Sponsors



The Nutmeg State Games, a Division of the Connecticut Sports Management Group, Inc. is a registered 501(c)(3) Non-Profit Organization, a member of the National Congress of State Games and the Official State Games of Connecticut!

[www.NutmegStateGames.org](http://www.NutmegStateGames.org)





## SPONSOR BENEFITS & VISIBILITY PLAN

Your organization has the opportunity to contribute to the continued success of the Nutmeg State Games and gain visibility by becoming a part of our "Family of Sponsors". The Nutmeg State Games offers a wide range of sponsorship opportunities beginning at a \$2,500 investment and ranging upwards of \$100,000. The information below includes an overview of benefit opportunities available to corporate sponsors and partners.

<b>Benefits</b>	<b>Title \$100,000</b>	<b>Presenting \$50,000</b>	<b>Platinum + \$25,000</b>	<b>Platinum \$15,000</b>	<b>Gold \$10,000</b>	<b>Silver \$5,000</b>	<b>Bronze \$2,500</b>
<b>Directors Club Banquet</b>	20 Invitations	12 Invitations	10 Invitations	5 Invitations	4 Invitations	3 Invitations	2 Invitations
<b>Spring Golf Tournament</b>	8 Invitations	6 Invitations	4 Invitations	3 Invitations	2 Invitations	-	-
<b>Name/Logo Incorporated into NSG Logo</b>	✓	✓	-	-	-	-	-
<b>Logo on Athlete T-Shirt (6,000+)</b>	✓	✓	✓	✓	-	-	-
<b>Logo on Volunteer T-Shirt (2,000+)</b>	✓	✓	-	-	✓	✓	-
<b>Entry Publication Logo</b>	✓	✓	✓	✓	✓	✓	✓
<b>Sport Flyers &amp; Poster Logo</b>	✓	✓	✓	✓	✓	-	-
<b>Program Booklet Ad</b>	✓	✓	✓	✓	✓	✓	✓
<b>Finals Packet Logo</b>	✓	✓	✓	✓	✓	✓	✓
<b>Registration Postcard Logo</b>	✓	✓	✓	✓	✓	-	-
<b>Online Registration Logo</b>	✓	✓	✓	✓	✓	-	-
<b>Online Reg. Email Confirmation Logo</b>	✓	✓	✓	✓	✓	-	-
<b>Logo on Email Marketing Campaigns</b>	✓	✓	✓	✓	✓	-	-
<b>Logo on Social Media Campaigns</b>	✓	✓	✓	✓	✓	-	-
<b>Website Banner Ad (<i>nutmegstategames.org</i>)</b>	✓	✓	✓	✓	✓	✓	✓
<b>Venue Banners (21+ Sporting Events)</b>	✓	✓	✓	✓	✓	✓	✓
<b>Venue Sampling</b>	✓	✓	✓	✓	✓	✓	✓
<b>Coupon Distribution</b>	✓	✓	✓	✓	✓	✓	✓
<b>Medal Ceremony Participation</b>	✓	✓	✓	✓	✓	✓	✓

The Nutmeg State Games, a Division of the Connecticut Sports Management Group, Inc. is a registered 501(c)(3) Non-Profit Organization, a member of the National Congress of State Games and the **Official State Games of Connecticut!**



[www.NutmegStateGames.org](http://www.NutmegStateGames.org)



## MEDIA & PROMOTION

The Nutmeg State Games “Family of Sponsors” will be completely included into the event’s media and marketing plan, which includes the following:

- **Media** - 8 weeks of ads and multiple press releases in daily, weekly and monthly newspapers and publications.
- **Media** – 8 weeks of radio ad spots and vignettes with WTIC News Talk 1080 AM (CBS Radio).
- **Media** – 8 weeks of Television Public Service Announcements (PSA's) on NBC Connecticut.
- **Athlete T-shirt** - 6,500+ T-shirts with sponsor logos distributed to every registered athlete in the "Games"
- **Volunteer T-shirt** – 2,000+ T-shirts with sponsor logos distributed to every volunteer in the “Games”.
- **Flyers & Posters** - 15,000 flyers and posters distributed to every school, sport organization, and club in Connecticut.
- **Entry Postcard** - 20,000 postcards with registration information mailed to every school, club, YMCA, Boys and Girls Club and previous athletes and coaches from the “Games”.
- **Programs** - 5,500 programs with all event information distributed at all venues and events. The program is also printed (July 17th, 2014) and distributed to the entire circulation (12,000+) of the New Britain Herald and Bristol Press.
- **Final Packets** - 6,000 informational packets (electronic) distributed to all coaches, athletes and parents.
- **Website** - Banner ad located on Nutmeg State Games homepage - [www.nutmegstategames.org](http://www.nutmegstategames.org) – which receives **130,000+** “Unique Visits” annually.
- **E-mail Marketing Campaigns** - Monthly correspondence to a database of over **55,000+** past participants, coordinators and sport related contacts.



The **Nutmeg State Games**, a Division of the Connecticut Sports Management Group, Inc. is a registered 501(c)(3) Non-Profit Organization, a member of the National Congress of State Games and the **Official State Games of Connecticut!**

## IN-KIND SPONSORSHIPS

In addition to cash sponsorships, the Nutmeg State Games relies heavily on national and local Connecticut companies as service or product providers. This gives companies the opportunity to showcase their products and/or services to thousands of participants, coaches, volunteers, family members and spectators. The value of these in-kind contributions is used to establish the level of sponsorship and promotional opportunities that will be provided. Please see the list below of in-kind needs of the Nutmeg State Games:

- **Apparel Provider**
- **Communications Provider**
- **Hospitality Sponsor**
- **Media Partners: TV, Radio, Print**
- **Medical Supplies Provider**
- **Office Supply Sponsor**
- **Printing Provider**
- **Soda / Beverage Provider**
- **Sport Drink Provider**
- **Sports Equipment Provider**
- **Storage Unit Provider**
- **Technology Providers**
- **Transportation Provider**
- **Volunteer Food Provider**
- **Water Provider**



The **Nutmeg State Games**, a Division of the Connecticut Sports Management Group, Inc. is a registered 501(c)(3) Non-Profit Organization, a member of the National Congress of State Games and the **Official State Games of Connecticut!**



## EDUCATION COMPONENT SPONSORSHIPS



### Awareness Program - Educating Connecticut's Youth on Current Issues.

In 2012, the Nutmeg State Games added an educational component to the "Games". "From the Top to the Bottom and Back Again" the Chris Herren story was brought to New Britain in response to increased use of alcohol and drugs among our youth. The drug awareness program provided an effective personal story that delivered an extremely powerful message about a local athlete (Chris Herren) who ravaged his life with alcohol and drugs and ruined his career as a professional basketball player. The Drug Awareness Program was offered as a **FREE** educational program to New Britain Youth, all of 6,000 plus Nutmeg State Games participants and the general public throughout Connecticut. Each year the Nutmeg State Games will offer an educational component that tackles important issues in our community. Stay tuned for what we will offer in 2013!

### Scholarship Program - Tomorrow's Leaders.

The Tomorrow's Leaders Scholarship Program awards two \$1,000 college scholarships to Nutmeg State Games participants. The Nutmeg State Games is proud to award these scholarships to student-athletes who demonstrate leadership through community service, academic excellence and athletic achievement. Since its inception, more than \$80,000 has been awarded to students who have gone on to successful academic and athletic careers.

### High School Spirit Program *(New for 2014)*.

Following the successful model established by other state games across the country, the Nutmeg State Games will launch the program in 2014 to help promote the Games and to reward Connecticut high school athletic departments for their participation in the "Games". Schools across Connecticut are divided into three categories according to enrollment, and then more than \$1,500 in grants are awarded to the athletic departments of the top participating schools in those categories.

### Nutmeg State Games Annual Award Winners.

Each year the Nutmeg State Games recognizes athletes, coaches, volunteers, officials and coordinators who have had an extraordinary impact on their sport, respective communities and the "Games". We honor these outstanding individuals and their efforts with great pride on behalf of the "Games".

### Sponsor a Team in the "Games" *(New for 2014)*.

Each year the Nutmeg State Games administration provides complimentary entries into the "Games" for individual sport athletes and teams that cannot afford the entry fee. The requests for complimentary entries into the "Games" for underprivileged youngsters have increased significantly each year. We have an opportunity for local businesses to support teams from their areas (Regions) who would like to participate in the 2013 Nutmeg State Games. This is a great opportunity to help youngsters from your area to compete and enjoy this memorable experience.



The **Nutmeg State Games**, a Division of the Connecticut Sports Management Group, Inc. is a registered 501(c)(3) Non-Profit Organization, a member of the National Congress of State Games and the **Official State Games of Connecticut!**

[www.NutmegStateGames.org](http://www.NutmegStateGames.org)





## SPECIAL EVENT SPONSORSHIPS – DIRECTOR’S CLUB BANQUET

The Director’s Club Banquet will celebrate its 20<sup>th</sup> anniversary in 2014 and is the **main** annual fundraising event of the Nutmeg State Games. Funds raised from the Director’s Club Banquet go directly into the Nutmeg State Games general fund and are used to support the “Games” mission which is to recognize and reward “Good Kids Making Good Choices”.



### EVENT DETAILS:

- **Thursday, February 27th**
- **Aqua Turf Club, 556 Mulberry St. Plantsville, CT**
- **Banquet Chairman: Jay Malcynsky**
- **Cost: \$250.00 per person - \$2,500.00 per table (10)**

### SPONSORSHIP OPPORTUNITIES:

#### **Gift Sponsor**

- Recognition in all promotional materials
- Company name imprinted on 350+ gifts
- Corporate banner(s) prominently displayed
- 10 Complimentary Invitations (1 Table)
- **Sponsorship Amount - \$7,500.00**

#### **Dinner Sponsor**

- Recognition in all promotional materials
- Corporate banner(s) prominently displayed
- 10 Complimentary Invitations (1 Table)
- **Sponsorship Amount - \$5,000.00**

#### **Cocktail Reception Sponsor**

- Recognition in all promotional materials
- Corporate banner(s) prominently displayed
- 4 Complimentary Invitations
- **Sponsorship Amount - \$2,500.00**



The **Nutmeg State Games**, a Division of the Connecticut Sports Management Group, Inc. is a registered 501(c)(3) Non-Profit Organization, a member of the National Congress of State Games and the **Official State Games of Connecticut!**



## SPECIAL EVENT SPONSORSHIPS – SPRING GOLF SCRAMBLE

The Spring Golf Scramble will celebrate its 22<sup>nd</sup> anniversary in 2014 and is our second largest annual fundraising event. Funds raised from the Spring Golf Scramble go directly into the Nutmeg State Games general fund and are used to support the “Games” mission which is to recognize and reward “Good Kids Making Good Choices”.

### EVENT DETAILS:

- **Monday, May 12<sup>th</sup>**
- Shotgun Start 11:00 AM, Cocktail Hour 4:00 PM, Dinner 5:00 PM
- Stanley Golf Course, 245 Hartford Rd. New Britain, CT
- What you will receive: Lunch (during play), driving range balls, brand new carts with GPS, a outstanding gift, drink carts, one full hour of cocktails and hors-d’oeuvres, full dinner with open bar, golf balls, and prizes (Gross & Net)



- **Tournament Sponsor - CT Laborers' District Council**
- **Dinner Sponsor - PMA Companies**

<b>Tournament Sponsor</b>	<b>Cocktail Hour Reception</b>	<b>On-Course Beverage Sponsor</b>
- Recognition in all promotional materials	- Recognition in all promotional materials	✓ - Recognition in all promotional materials
- Corporate banner(s) prominently displayed	✓ - Corporate banner(s) prominently displayed	✓ - Corporate banner(s) prominently displayed
- Golf package for 8 players	✓ - Golf package for 4 players	✓ - Golf package for 4 players
- Recognition at awards reception	✓ - Recognition at awards reception	✓ - Recognition at awards reception
<b>- Sponsorship Amount - \$7,500.00</b>	<b>- Sponsorship Amount - \$2,500.00</b>	<b>- Sponsorship Amount - \$2,500.00</b>
<b>Golf Cart Sponsor</b>	<b>Lunch &amp; Dinner Sponsor</b>	<b>Driving Range &amp; Practice Area Sponsor</b>
- Recognition in all promotional materials	✓ - Recognition in all promotional materials	✓ - Recognition in all promotional materials
- Corporate banner(s) prominently displayed	✓ - Corporate banner(s) prominently displayed	✓ - Corporate banner(s) prominently displayed
- Golf package for 4 players	✓ - Golf package for 4 players	✓ - Golf package for 4 players
- Recognition at awards reception	✓ - Recognition at awards reception	✓ - Recognition at awards reception
<b>- Sponsorship Amount - \$2,500.00</b>	<b>- Sponsorship Amount - \$2,500.00</b>	<b>- Sponsorship Amount - \$2,500.00</b>



The Nutmeg State Games, a Division of the Connecticut Sports Management Group, Inc. is a registered 501(c)(3) Non-Profit Organization, a member of the National Congress of State Games and the **Official State Games of Connecticut!**





# CONNECTICUT SPORTS MANAGEMENT GROUP STAFF & CONTACT INFORMATION



**Patrick T. Fisher**

*Executive Director*

Years with the "Games" - 2001 - 2008, 2010 - 2014

Xavier High School, Nichols College



**William G. Mudano**

*Director of Development*

Years with the "Games" - 1988 - 2014

East Hartford High School, Worcester Academy, Southern CT State Univ.



**Ryan West**

*Director of Operations*

Years with the "Games" - 2012 - 2014

New Britain High School, Mitchell College, Springfield College

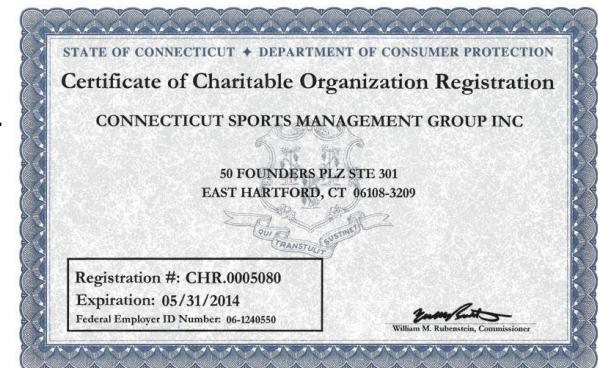


**Sandy Jordan**

*Administrative Assistant*

Years with the "Games" - 2010 - 2014

East Catholic High School, Porter & Chester Institute, Manchester Community Coll.



## Connecticut Sports Management Group, Inc.

975 Middle St. Middletown, CT 06457

Phone: (860) 788 7041 Fax: (860) 894 2654

Email: [Patrick@nutmegstategames.org](mailto:Patrick@nutmegstategames.org) Website: [www.nutmegstategames.org](http://www.nutmegstategames.org)

The Nutmeg State Games, a Division of the Connecticut Sports Management Group, Inc. is a registered 501(c)(3) Non-Profit Organization, a member of the National Congress of State Games and the Official State Games of Connecticut!



[www.NutmegStateGames.org](http://www.NutmegStateGames.org)

