



# NUTMEG STATE GAMES

## 2016 SPONSORSHIP 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!





## MISSION OF THE "GAMES": "Helping Good Kids Make Good Choices"

- ✓ 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.

**WHO:** Since the inception of the "Games" in 1989, more than 150,000 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 28th 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 2016. The City of New Britain has hosted the "Games" longer than any other City in Connecticut (1991 - 1994, 2010 - 2020). Competitions will also take place around the state of Connecticut at top college, high school and municipal venues.

**WHEN:** July 16<sup>th</sup> through August 7<sup>th</sup>, 2016.

**PARTICIPANTS:** More than 7,000+ participants, 600+ coaches, 500+ officials, 1000+ volunteers and over 20,000+ spectators will take part in the 2016 Nutmeg State Games representing every one of the 169 cities and town in the State of Connecticut. Participants range from six to eighteen years of age.



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[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 150,000 amateur athletes have participated.

While grassroots participation is a focal point, there have been a number of past 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

|             |  |
|-------------|--|
| 1989 – 1990 | City of Willimantic and Eastern Connecticut State University                           |
| 1991 – 1994 | City of New Britain and Central Connecticut State University                           |
| 1995 – 1996 | City of Hamden and Quinnipiac University   |
| 1997 – 2001 | City of Hartford, Trinity College and Saint Joseph’s College                           |
| 2002 – 2003 | City of New London and Connecticut College   |
| 2004        | City of Hartford, Trinity College and Saint Joseph’s College                           |
| 2005 – 2007 | City of Bridgeport and the Univ. of Bridgeport, Fairfield Univ. and Sacred Heart Univ. |
| 2008 – 2009 | City of Danbury and Western Connecticut State University                               |
| 2010 – 2016 | 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 and 2009 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 \$700,000. Since 1989, the Nutmeg State Games has provided over \$80,000 in academic scholarships for Connecticut high school students to attend college.

## 2016 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 and important tournament information.



## 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 \$31.00 per participant and has only increased by **\$11.00 in 27 years**. Athletes who cannot afford to participate are provided with scholarship programs that allow them reduced or free entry into the "Games".

**SUSTAINABILITY:** The "Games" have remained viable for twenty-seven 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.



## TESTIMONIALS

### **Paul Bowles - 1989 East Region Men's Master's Basketball - Gold Medal Team Winner**

*"In 1989, the inaugural year of the Nutmeg State Games, I participated on the East Region Men's Masters Basketball Team. If you don't think the experience from being a part of such games is ever-lasting to a young person - let me tell you. During that Summer countless young men competed for spots in intense tryouts, and 10 guys who were good enough to represent the region went on to play in the tournament against some of the best talent in the State of Connecticut. We, the East Region, won gold medals that year - as well as a few additional years after that, and now over 26 years later, I still have the gold medals, the unforgettable memories of coming together as a team to win, and the development lessons around getting along with teammates, opponents, execution of a well designed game strategy, and maintaining self-control while under pressure, that I held on too all these years and continue to draw from to this day. Though there is no longer a Master's bracket in basketball, the Nutmeg State Games continues to provide life-altering athletic development, competition, and personal growth opportunities for young people of all ages; arguably not otherwise found in the State of Connecticut. I encourage all young people to give the Nutmeg State Games a try."*

### **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."*

### **Jay Creel, Founder & Director Fire Ants Youth Hockey Program.**

*"My inline hockey program has spent the last 7 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."*



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## 2016 NUTMEG STATE GAMES SPORT OFFERINGS

### 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.
- **Fast-Pitch Softball** - age groups offered: 12 & Under, 14 & Under, 16 & Under, 18 & Under.
- **Field Hockey (7 vs. 7 Format)** - age groups offered: 15 & Under, 18 & Under, Open (19 & Over).
- **Ice Hockey** - age groups offered: 8 & Under, 10 & Under, 12 & Under, 14 & Under, 18 & Under.
- **Lacrosse (Boys - 10 vs. 10 Format)** - age groups offered: 11 & Under, 13 & Under, 15 & Under, Junior Varsity.
- **Lacrosse (Girls - 7 vs. 7 Format)** - age groups offered: 11 & Under, 13 & Under, 15 & Under, 19 & Under.
- **Roller Hockey** - age groups offered: 10 & Under, 12 & Under, 14 & Under, 16 & Under 18 & Under & Open
- **Soccer** - age groups offered: 11 & Under, 12 & Under, 14 & Under, 16 & Under, 18 & Under, Open (19 & Over).

### INDIVIDUAL SPORT OFFERINGS:

- **Archery** - age groups offered from 8 & under through adult / masters categories.
- **Cycling** - age groups offered from junior through veteran categories.
- **Fencing** - age groups offered from 10 & under through veteran categories.
- **Figure Skating** - age groups offered from 6 & under through adult / masters categories.
- **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 masters categories.
- **Track & Field** - age groups offered from 6 & under through adult / masters categories.
- **Wrestling** - age groups offered from 13 & under & under through adult / masters categories.

### SPECIAL EVENTS:

- **Connecticut High School Football Weight Lifting Competition** - age groups offered: high school student athletes
- **Northeast Football Showcase** - age groups offered: high school student athletes
- **Basketball Coaches Clinic** - the coaches clinic is intended for boys and girls youth coaches
- **Holiday Festival Basketball Tournament** - age groups offered: 6th, 7th and 8th Travel Teams

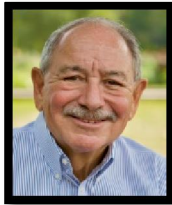


## BOARD OF DIRECTORS

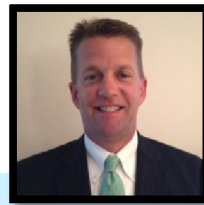
### EXECUTIVE BOARD - Officers



**Jay Malcynski,**  
*President*  
Gaffney Bennett  
& Associates



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



**Brian Cuddeback,**  
*Treasurer,*  
Cigna Healthcare



**Curtiss Clemens, Sr.**  
*Secretary*  
Century 21 Clemens  
& Sons



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

### EXECUTIVE BOARD - Members at Large

- **Arthur Baker,** *Stanley Access Technologies, LLC*
- **Jennifer Cohen-Smith,** *Aetna*
- **Don Drust,** *ShopRite of Wallingford & Southington*
- **Brendan Kennedy,** *Camilliere, Cloud & Kennedy*
- **Joseph McDonald,** *McDonald Law Associates*
- **William Mudano,** *CSMG Executive Director (Retired)*
- **Dominick Perno,** *PMA Companies*
- **David Polk,** *The First Tee of Connecticut*
- **Jeremy Soboleski,** *Snowden Lane Partners*

### FULL BOARD MEMBERS

- **Roger Baral,** *Bloomfield Electric*
- **Frederick Beckham,** *Associated Press*
- **Sam Chapman,** *New York Life Insurance Company*
- **Roger Coutu,** *Jeannine Fundraising*
- **Rus Hauswirth,** *Highland Capital Brokerage*
- **Steven Hunt,** *Thomas Fahy Insurance Associates*
- **Adam Jeamel,** *United Bank*
- **Sheila Marshall,** *Frito Lay*
- **Craig Metz,** *IUOE Local 478*
- **Jeffery Pugliese,** *Middlesex Chamber of Commerce*
- **Brian Smith,** *Smith Brothers Insurance*
- **JJ Twigg,** *Hartford Financial Associates*
- **Carolyn Vanacore,** *Prof. Emeritus, Southern CT State Univ.*
- **Dan Wilson,** *Enterprise*
- **Michael Zubretsky,** *Red Stone Commercial Funding*





### SPONSOR SUPPORT

25 Connecticut corporations statewide represent the ShopRite Nutmeg State Games' "Family of Sponsors".

#### Title Sponsor

#### Platinum Plus & Platinum Sponsors

#### Gold & Silver Sponsors



Wakefern Food Corporation

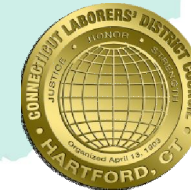


Richard P. Garmany Fund  
at the Hartford Foundation for Public Giving



**RICOH**  
imagine. change.

Judicial Branch Community  
Service Program



NEW BRITAIN HERALD

CTChiro

#### Bronze Sponsors



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## 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. The benefit opportunities available to corporate sponsors and partners is outlined below.

| <i>Benefits</i>                                   | <i>Quantity / Units</i>       | <i>Title</i><br>\$100,000 | <i>Presenting</i><br>\$50,000 | <i>Platinum +</i><br>\$25,000 | <i>Platinum</i><br>\$15,000 | <i>Gold</i><br>\$10,000 | <i>Silver</i><br>\$5,000 | <i>Bronze</i><br>\$2,500 |
|---|-------------------------------|---------------------------|-------------------------------|-------------------------------|-----------------------------|-------------------------|--------------------------|--------------------------|
| Directors Club Banquet                            | -                             | 20 Invitations            | 12 Invitations                | 10 Invitations                | 5 Invitations               | 4 Invitations           | 3 Invitations            | 2 Invitations            |
| Spring Golf Tournament                            | -                             | 8 Invitations             | 6 Invitations                 | 4 Invitations                 | 3 Invitations               | 2 Invitations           | -                        | -                        |
| Name/Logo Incorporated into NSG Logo              | 16+ Million Media Impressions | ✓                         | ✓                             | -                             | -                           | -                       | -                        | -                        |
| Sponsor Logo on Athlete T-Shirt                   | 7,000+                        | ✓                         | ✓                             | ✓                             | ✓                           | ✓                       | -                        | -                        |
| Sponsor Logo on Athlete Medal                     | 3,800+                        | ✓                         | -                             | -                             | -                           | -                       | -                        | -                        |
| WTIC Radio Campaign                               | 4 Weeks / 72 Ads              | ✓                         | -                             | -                             | -                           | -                       | -                        | -                        |
| Sponsor Logo on Volunteer T-Shirt                 | 1,000+                        | ✓                         | ✓                             | -                             | -                           | -                       | ✓                        | ✓                        |
| Entry Publication Logo                            | 25,000+                       | ✓                         | ✓                             | ✓                             | ✓                           | ✓                       | ✓                        | ✓                        |
| Sport Flyers & Poster Logo                        | 15,000+                       | ✓                         | ✓                             | ✓                             | ✓                           | ✓                       | -                        | -                        |
| Program Booklet Ad                                | 17,500+                       | ✓                         | ✓                             | ✓                             | ✓                           | ✓                       | -                        | -                        |
| Program Booklet logo                              | 17,500+                       | ✓                         | ✓                             | ✓                             | ✓                           | ✓                       | ✓                        | ✓                        |
| Finals Packet Logo                                | 7,000+                        | ✓                         | ✓                             | ✓                             | ✓                           | ✓                       | ✓                        | ✓                        |
| Online Registration Logo                          | 7,000+                        | ✓                         | ✓                             | ✓                             | ✓                           | ✓                       | -                        | -                        |
| Online Reg. Email Confirmation Logo               | 7,000+                        | ✓                         | ✓                             | ✓                             | ✓                           | ✓                       | -                        | -                        |
| Logo on Email Marketing Campaigns                 | 85,000+                       | ✓                         | ✓                             | ✓                             | ✓                           | ✓                       | -                        | -                        |
| Logo on Social Media Campaigns                    | 7,000+                        | ✓                         | ✓                             | ✓                             | ✓                           | ✓                       | -                        | -                        |
| Website Banner Ad ( <i>nutmegstategames.org</i> ) | 150,000+ visits per year      | ✓                         | ✓                             | ✓                             | ✓                           | ✓                       | ✓                        | ✓                        |
| Venue Banners ( <i>21+ Sporting Events</i> )      | 36+ facilities used           | ✓                         | ✓                             | ✓                             | ✓                           | ✓                       | ✓                        | ✓                        |
| Volunteer Opportunities                           | <i>Sponsor Defined</i>        | ✓                         | ✓                             | ✓                             | ✓                           | ✓                       | ✓                        | ✓                        |
| Venue Sampling                                    | <i>Sponsor Defined</i>        | ✓                         | ✓                             | ✓                             | ✓                           | ✓                       | ✓                        | ✓                        |
| Coupon Distribution                               | <i>Sponsor Defined</i>        | ✓                         | ✓                             | ✓                             | ✓                           | ✓                       | ✓                        | ✓                        |
| Medal Ceremony Participation                      | <i>Sponsor Defined</i>        | ✓                         | ✓                             | ✓                             | ✓                           | ✓                       | ✓                        | ✓                        |



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## 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** - 10+ 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).
- **Athlete T-shirt** - 7,000+ T-shirts with sponsor logos distributed to every registered athlete in the "Games"
- **Volunteer T-shirt** – 1,000+ 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** - 25,000+ postcards with registration information mailed to every school, club, YMCA, Boys and Girls Club and previous athletes and coaches from the “Games”.
- **Programs** - The program is also printed (July) and distributed to the entire circulation (12,000+) of the New Britain Herald and Bristol Press. In addition, 5,500+ programs with all event information distributed at all venues and events to Nutmeg State Games Athletes, Coaches, Parents and Spectators
- **Final Packets** - 7,000+ 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 **150,000+** “Unique Visits” annually.
- **E-mail Marketing Campaigns** - Monthly correspondence to a database of over **95,000+** past participants, coordinators and sport related contacts.



## IN-KIND SPONSORSHIPS

The Nutmeg State Games relies heavily on national and local Connecticut companies as service or product providers. This gives your company the opportunity to showcase your 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**



## SPECIAL EVENT SPONSORSHIPS – "COME PLAY" PROGRAM

The Nutmeg State Games "Come Play" Program has been initiated to provide inner-city youth the opportunity to participate in Connecticut's only multi-sport Olympic style sports festival!

The Nutmeg State Games is seeking to attract sponsors to subsidize the cost of the program which includes the following:

- Round trip transportation of the athletes to and from the specific event (Provided by Dattco Bus Co.)
- Lunch for each athlete
- Entry fees for each athlete to participate

The "Come Play" pilot program will involve only a few chosen cities in 2016. The youngsters ranging in age from 8-18 will compete in two of our featured Individual Sport Competitions:

- 2016 Nutmeg State Games Track & Field Meet
  - Saturday, July 16th - Veterans Memorial Stadium, New Britain
- 2016 Nutmeg State Games Wrestling Meet
  - Sunday, July 31st - New Britain High School

The sponsor from each city will receive Presenting Sponsor rights for this "Come Play" program, as well as, a Bronze Sponsorship for the 2016 Nutmeg State Games. Please see page 8 for a listing of the Bronze Level Sponsor Benefits.

**Sponsorship Amount:        \$2,500**

Additional Sponsor Benefits:

- ✓ Media - ads and multiple press releases in daily, weekly and monthly newspapers and publications.
- ✓ Media recognition during the two individual sport competitions.
- ✓ Special article section in Nutmeg State Games Program.
- ✓ Special article section on [www.NutmegStateGames.org](http://www.NutmegStateGames.org)





## SPECIAL EVENT SPONSORSHIPS – DIRECTOR’S CLUB BANQUET

The Director’s Club Banquet will celebrate its 22<sup>nd</sup> anniversary in 2016 and is the **main** annual fundraising event of the Nutmeg State Games & Connecticut Masters' Games. Funds raised from the Director’s Club Banquet go directly into our 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 25th**
- **Banquet Chairman: Jay Malcynsky**
- **Aqua Turf Club, 556 Mulberry St. Plantsville, CT**
- **Cost: \$250.00 per person - \$2,500.00 per table (10)**



### SPONSORSHIP OPPORTUNITIES:

**Gift Sponsor**

- Recognition in all promotional materials
- Company name imprinted on 400+ 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**

**Reception Sponsor**

- Recognition in all promotional materials
- Corporate banner(s) prominently displayed
- 4 Complimentary Invitations

**- Sponsorship Amount - \$2,500.00**

**Athlete of the Year Award Sponsor**

- Recognition in all promotional materials
- Corporate banner(s) prominently displayed
- 4 Complimentary Invitations

**- Sponsorship Amount - \$2,500.00**



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## SPECIAL EVENT SPONSORSHIPS – SPRING GOLF SCRAMBLE

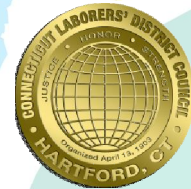
The Spring Golf Scramble will celebrate its 24<sup>th</sup> anniversary in 2016 and is our second largest annual fundraising event. Funds raised from the Spring Golf Scramble go directly into the Nutmeg State Games general fund and are used to support the “Games” mission which is to recognize and reward “Good Kids Making Good Choices”.

### EVENT DETAILS:

- **Monday, May 9<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
- **Tournament Sponsor - CT Laborers' District Council**
- **Dinner Sponsor - PMA Companies**



### SPONSORSHIP OPPORTUNITIES:



| <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>         |



## SPECIAL EVENT SPONSORSHIPS – HOLIDAY FESTIVAL

The Nutmeg State Games Holiday Festival will celebrate its 4th anniversary in 2016. The Holiday Festival features a boys and girls 6th, 7th and 8th grade Basketball Tournament. The Holiday Festival is intended to serve as a competitive measuring experience for those youngsters who wish to compete with and against the very best young players in Connecticut and their respective age groups. Each team will play a minimum of three games and the winners in each division will be recognized as Holiday Festival Champions and receive appropriate awards.

### EVENT DETAILS:

- **December 26<sup>th</sup>, 27<sup>th</sup> and 28<sup>th</sup>**
- The Holiday Festival Basketball & Ice Hockey Tournaments will be hosted by **Wesleyan University**.
  - o All games will take place in the **Freeman Athletic Center**.
- **50** Basketball Teams, **500+** participants, **100+** coaches and over **1,500** spectators will take part in the **Nutmeg Holiday Basketball Tournament**

NORTH  
**WESLEYAN**  
UNIVERSITY



### SPONSORSHIP OPPORTUNITIES:

|   | \$2,500<br><i>Presenting</i> | \$1,000<br><i>Support</i> |
|---|------------------------------|---------------------------|
| Name/Logo Incorporated into Holiday Festival Logo | ✓                            | N/A                       |
| Entry Publication Logo                            | ✓                            | ✓                         |
| Flyer Advertisement                               | ✓                            | N/A                       |
| Online Registration Logo                          | ✓                            | ✓                         |
| Online Reg. Email Confirmation Advertisement      | ✓                            | N/A                       |
| Logo on Email Marketing & Social Media Campaigns  | ✓                            | ✓                         |
| Website Banner Ad ( <i>nutmegstategames.org</i> ) | ✓                            | ✓                         |
| Venue Banners                                     | ✓                            | ✓                         |
| Venue Sampling / Coupon Distribution              | ✓                            | ✓                         |





## CONNECTICUT SPORTS MANAGEMENT GROUP STAFF & CONTACT INFORMATION



**Patrick T. Fisher**

*Executive Director*

Years with the "Games" - 2001 - 2008, 2010 - 2016

Xavier High School, Nichols College



**William G. Mudano**

*Special Events Coordinator*

Years with the "Games" - 1988 - 2016

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



**Ryan West**

*Director of Operations*

Years with the "Games" - 2012 - 2016

New Britain High School, Mitchell College, Springfield College



**Sandy Jordan**

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Years with the "Games" - 2010 - 2016

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



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State Tax Permit # E-10341

Charitable Registration #: CHR. 0005080

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)

