



CONNECTICUT MASTERS' GAMES



2022 SPONSORSHIP OPPORTUNITIES

The Connecticut Masters' Games, a division of the CT Sports Management Group, Inc. is a registered 501(c)(3) Non-Profit Organization and the Official State Senior Games of Connecticut.



MISSION OF THE "GAMES": “Celebrating Master and Senior Athletes”

- To promote better overall health and fitness among master and senior citizens.
- To recognize & reward Master and Senior amateur athletes who have chosen to participate in healthy, wholesome activity that reflect positively on them, their families and respective communities.
- To provide a unique forum which embodies the Olympic spirit of competition.
- To inspire the development of physical and competitive abilities of master and senior amateur athletes.

The CT Masters' Games, through the venue of competitive sports, seek to contribute positively to the physical, mental and emotional growth of our master and senior athletes. We believe that participation in athletics provides opportunities to strengthen 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 CT Masters' Games include participants from all religious, racial and socio-economic groups contributing to a truly unique event.

MORE THAN JUST A GAME: Personal Development, Sportmanship, Physical Fitness, Teamwork, Volunteerism, Friendship

- Who: Since the inception of the “Games” in 1979, more than 65,000 master and senior amateur athletes have participated. The Connecticut Masters' Games is a Division of the CT Sports Management Group, Inc. a 501(c) (3) not-for-profit organization dedicated to providing a forum that initiates and encourages camaraderie through athletic competition and the Olympic spirit. The event assists in maintaining a healthy lifestyle and promotes positive activities for the participants, their families and the communities where they live.
- What: The Connecticut Masters' Games (*formerly known as the Connecticut Senior Games*) is the largest masters amateur multi-sport Olympic-style sporting event in Connecticut for athletes ages 30 through 90+. The “Games” are now in their 43rd year of uniting Connecticut’s residents in the common bond of amateur sport and the Olympic spirit. This event is recognized by the US Olympic Committee and the National Senior Games Association as the Official State Senior Games of the State of Connecticut.
- Where: The “Games” will be hosted by the City of Middletown in 2022. Competitions will also take place around the state at top college, high school and municipal venues.
- When: **Sport Offerings will be held in April, May, June and the Fall of 2022.**
- Participants: More than **1,700+ participants** will take part in the 2022 Connecticut Masters' Games representing over 23 different states throughout the United States and Canada. Participants range from 30 to 90+ years of age.



**CONNECTICUT
MASTERS'
GAMES**

Celebrating Master And Senior Athletes.

Presented By



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www.CTMastersGames.org

HISTORY

The Connecticut Senior Olympics (now known as the Connecticut Masters' Games) began in 1979 when Phil Lubarsky, a retired physical education teacher, identified the need for physical activity among older people residing in the state. With just 167 participants, the first Olympiad was held October 14 and 21, 1979 in the City of Bridgeport. For the next 17 years the games were hosted by the University of Bridgeport and were held in the greater Bridgeport area. Over the years, the games grew from a three day weekend in June to include a year round program; from 167 athletes to more than 850 Olympians.

In 1994, the Calendar House (Southington) members and Senior Olympians Lucille Sweeney, Roy Rodrigues and George Varga voiced their concerns on the future of the Connecticut Senior Olympics. Due to the growth in the number of participants and events, various competitions events and activities were located in scattered sites throughout Connecticut. The Board of Directors of the Connecticut Senior Olympics began to search for a new location.

At this opportune time, former local newspaper reporter, Florence Millette was covering a story on the "Games". Sensing that this was a scoop in the making, Flo quickly interviewed the three Calendar House members and contacted the Connecticut Senior Olympics Board of Directors to see what could be done to relocate the "Game" to Southington. Within months, a steering committees was put together to research and develop the proper information and submit a proposal to the Senior Olympic Board. Through the combined efforts of Florence Millette and Barbara Coleman (CEO and President of the Southington Chamber of Commerce) and others, hard work and persistence achieved the desired results.

On June 6, 7, and 8 of 1997, the Town of Southington Hosted the 18th Annual Connecticut Senior Olympics- Summer Games. All events were held within a six mile radius of each other at Southington High School, Southington YMCA, Brunswick Super Bowl Lanes and other venues throughout the town. The "Games" remained in Southington through 2001 and continued to expand and offer various summer and winter events.

In 2000 and 2001 talks began with the Nutmeg State Games organization to take over the management of the Connecticut Senior Olympics. In February of 2002, the Nutmeg State Games Board of Directors voted to make the CT Senior Olympics a division of the Nutmeg State Games. The Connecticut Senior Olympics were held in New London in 2002 and 2003 utilizing facilities at Connecticut College and the United States Coast Guard Academy.

In 2004, the Connecticut Senior Olympics changed its name to the Connecticut Senior Games and moved the event to the City of Hartford and Trinity College. At that time the Board of Directors created the incorporation of the Connecticut Sports Management Group, Inc. Both the Connecticut Senior Games and the Nutmeg State Games became divisions under one corporate structure. The Connecticut Senior Games remained in Hartford and Trinity College through 2009.

The "Games" moved to the Town of Manchester in 2010 and then to the City of New Britain from 2011- 2021. In 2021, participation is expected to surpass 1,500 athletes from Connecticut and the surrounding region to compete in the 42nd Anniversary of the "Games".

CONNECTICUT MASTERS' GAMES PREVIOUS HOST CITIES

1979 - 1996	City of Bridgeport & the University of Bridgeport	2004 - 2009	City of Hartford & Trinity College
1997 - 2001	Town of Southington & Southington High School	2010	Town of Manchester & Manchester High School
2002 - 2003	City of New London & Connecticut College	2011 – 2021	City of New Britain & Central CT State University
	2022 – 2026	City of Middletown & Wesleyan University	



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ORGANIZATIONAL GOALS

- Continue to provide a forum that initiates and encourages relationships between different ages, socio-economic and cultural groups through competitive athletic competition and fair play.
- Expand our community partnerships with local organizations, businesses and corporations.
- Expand our Internship Program to provide more opportunities to Sport and Recreation Management students to attain practical hands on experience in event management.

NOTEWORTHY FEATURES

OLYMPIC MODEL: Few events in Connecticut embody the spirit and values of masters' amateur athletics like the Connecticut Masters' Games. Masters athletes from across our country and state are brought together by the spirit of competition which promotes camaraderie among participants.

AFFORDABILITY: While the "Games" are similar in nature to other events that provide wellness and fitness for athletes, a unique feature is the significantly lower cost for the participants. The "Games" strive to keep the price of the entry fee low while still providing a professional run event for our athletes.

ATTRACTIVE: The Connecticut Masters' Games continue to thrive despite the numerous sport and amusement alternatives available today. The "Games" remain a must-attend event because it's an honor and great opportunity to be a part of the competition. Medalists qualify to compete at the National Senior Games which is held every other year throughout the United States.

SUSTAINABILITY: The "Games" have remained viable for forty-three 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 hundreds of volunteers come together to help unite Connecticut through amateur athletics. Volunteers range from coaches, officials, sport coordinators, interns, and medical staff members. Our substantial volunteer support from numerous organizations allows more funds to be spent on the athletes.



KEY MARKETING POINTS

- The Connecticut Masters' Games is recognized by the National Senior Games Association and the US Olympic Committee as the official State Masters' and Senior Games of Connecticut.
- Connecticut Masters Games medalists qualify for the National Senior Games competition which is held every other year. A minimum of 15,000 athletes from 50 participating states compete in this two weeklong event. The Connecticut Masters' Games is the only sanctioning site for master and senior athletes to represent the state of Connecticut at the National Senior Games.
- The number of 55 and older seniors who joined health clubs and gyms has jumped 119%, and life expectancy has increased 30 years in the past century. Seniors are more active, committing their free time (found in retirement) to volunteer, travel, and recreation activities
- The 50+ age group spends annually (in discretionary income) over \$1 trillion per year in products and services.
- The 55-plus age group controls more than three-quarters of this country's wealth and the 65-plus group has twice as much income per capita as the average baby boomer.
- By 2020, the senior population will number approximately 115 million. The current senior population possesses over \$900 billion in spending money.
- An extensive publicity outreach campaign is planned each year that includes multiple press releases announcing the "Games", print and radio outlets throughout the state, as well as internet and email marketing.
- The Connecticut Masters' Games is an OPEN state (allowing out of state residents to participate in the "Games") and provides a significant economic impact to the host city. 54% of our participants are from in-state while 46% are from out of state.
- The Connecticut Masters' Games Email Marketing Campaign reaches over 50,000 Connecticut and out of state residents.



Benefits:

- Extensive Marketing Campaign which includes Radio, Print, Internet and Direct Mail.
- Reach a diverse market throughout the entire state of Connecticut, New England and Metro Regions.
- 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 other events that support the "Games".

Benefits to Your Organization:

The Connecticut Masters' Games provide sponsoring organizations that are conscious of the health and wellness of their employees and their customers the opportunity to give something back. Internal & external promotions may encourage employees to participate in a fitness program and add to sponsorship dollars which increases the Masters' Games visibility and brings together a larger pool of athletes. The sponsoring organization gains a healthier more productive workforce and a greater appreciation in the community for their involvement with the "Games".



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TESTIMONIALS

Jan Brown, Softball Coordinator, Softball, 3-on-3 Basketball, Pickleball and Racquetball Participant

"My experience with CT Games since 2004 has been pure fun and wholly inspirational! I look forward to each year and hope that any and all master and senior athletes come on out to play!"

Mel Siebold, Swim Meet Coordinator & Participant

"I have thoroughly enjoyed working with Masters' Games Administration and seeing the enjoyment the athletes experience. Not only the competition but the fellowship that prevails during the day and after the competition."

Phil Rockwell, Tennis Participant and 2011 Connecticut Masters' Games Athlete of the Year and Richard P. Garmany Award Winner

"Participating for the past 15 years in the Connecticut Masters Games has given me some of my most enjoyable tennis experiences. The events have been well organized, and the competition and camaraderie have been terrific, as have been the opportunities to play in the national events around the country."

Janice Pauly, Pickleball Coordinator and Participant

"Some of the words that have been used by our competitors to describe the Connecticut Masters Games Pickleball Tournament include fun, camaraderie, great exercise and competition and a super way to meet new friends. As the sport of Pickleball grows, we hope to continue this tournament tradition that provides so many positive benefits for our masters players."

SPORT OFFERINGS



- Archery
- Badminton
- Basketball (3-on-3)
- Bowling
- Cycling - Criterium
- Cycling – Time Trials
- Pickleball
- Racquetball
- Softball (Slow-Pitch)
- Swimming
- Table Tennis
- Tennis
- Track & Field
- Volleyball



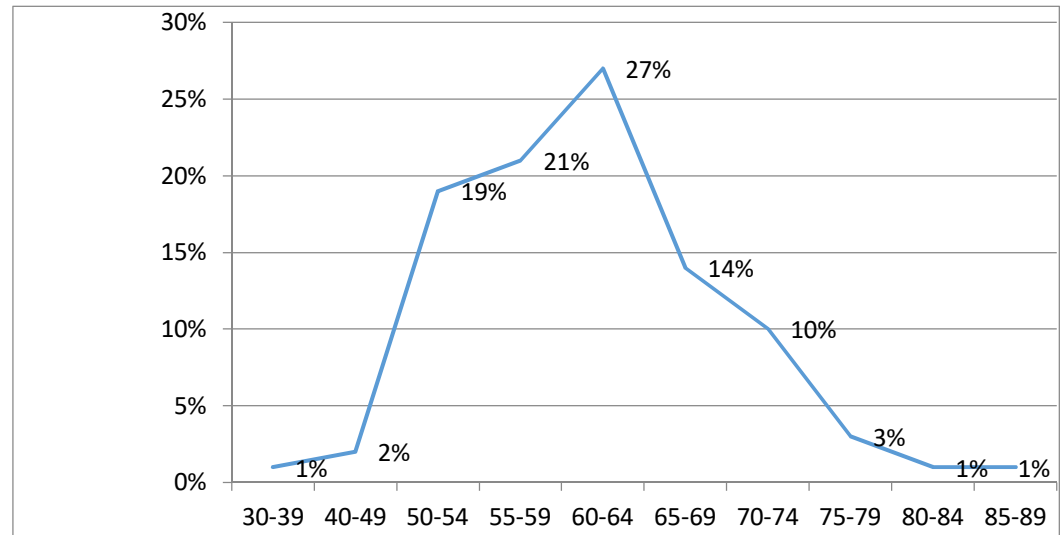
NATIONALLY SANCTIONED SPORTS

- ✓ Archery Tournament– USA Archery
- ✓ Cycling Competition - USA Cycling, Northeast Masters' Cycling Association
- ✓ Softball Tournament - Senior Softball USA
- ✓ Swim Meet - US Masters Swimming
- ✓ Track & Field Meet - USA Track & Field / USA Masters Track & Field



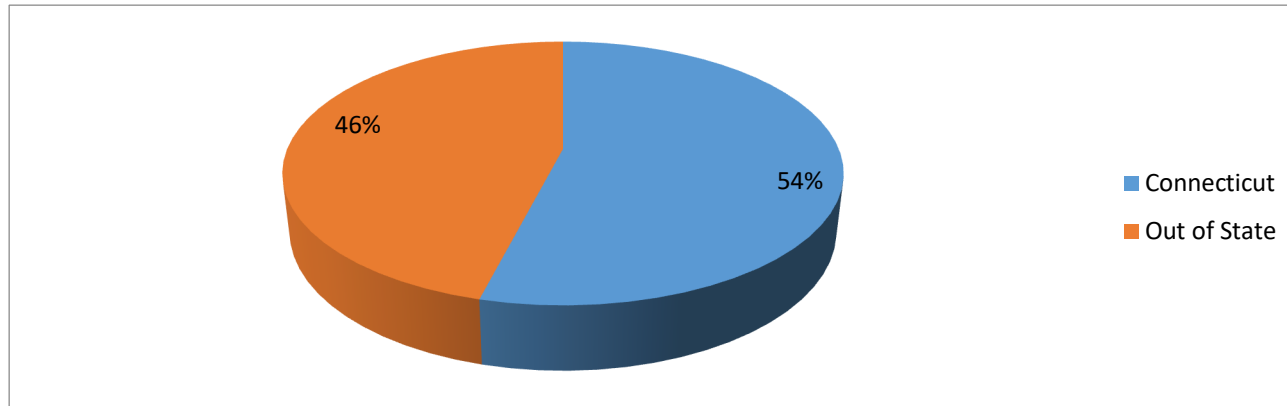
AGE GROUP PARTICIPATION

The Connecticut Masters' Games participants have a diverse racial and socio-economic background and are well represented in the "Games." Competition is available for the following age groups: 20-29, 30-39, 40-49, 50-54, 55-59, 60-64, 65-69, 70-74, 75- 79, 80-84, 85-89, 90+. In 2021, the largest age group was the 60-64 age division which represented 27% of the total population. In 2019, the largest age group was the 60-64 division which represented 21% to the total population. 2018, the largest age group was the 60-64 division which represented 24% and in 2017, the 50-54 age group was the largest division with 25%.



STATE BY STATE PARTICIPATION

The Connecticut Masters' Games is an "open" state and athletes from across the United States are welcome to take part in the "Games" each year. In 2021, participants from twenty-three different states and Canada competed in the "Games". No events were conducted in 2020 due to the pandemic.

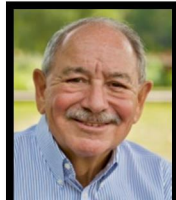


BOARD OF DIRECTORS

EXECUTIVE BOARD - Officers



Jay Malcynsky,
President
Gaffney Bennett
& Associates



Steve Cassano,
Vice President
State Senator,
4th District



Brian Cuddeback,
Treasurer,
Cigna Healthcare



Dominic Perno
Secretary
PMA Companies



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

EXECUTIVE BOARD - Members at Large

- Arthur Baker, *Stanley Access Technologies, LLC*
- Don Drust, *ShopRite of Wallingford & Southington*
- Steven Hunt, *Thomas Fahy Insurance Associates*
- William Mudano, *CSMG Executive Director (Retired)*
- Tyler Polk, *Fiduciary Investment Advisors, LLC*
- Jeffery Pugliese, *Middlesex Chamber of Commerce*
- Joseph Smith, *Smith Brothers Insurance*
- Jeremy Soboleski, *Ivory Wealth Management*
- Dan Wilson, *Enterprise*

FULL BOARD MEMBERS

- William Anastasiades, *Pension Consultants*
- TJ Anderson, *Lighting Affiliates*
- Frederick Beckham, *Associated Press (Retired)*
- Curt Clemens, Jr., *Century 21 Clemens Group*
- Gary Collins, *PNB Paribas*
- Roger Coutu, *Jeannine Fundraising*
- John Dickson, *Frontline Productions*
- Brendan Kennedy, *BJK Associates*
- Justin Labickas, *PepsiCo*
- Lionel Lessard, *D'Esopo-East Hartford Memorial Chapel*
- Nicholas May, *Contractors Supply, Inc.*
- Michael McCarthy, *Lincoln Financial*
- Robert Murdock, *CT Convention & Sports Bureau*
- Kevin Regan, *Ridgeline Financial Partners*



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SPONSOR SUPPORT

In 2021, fourteen Connecticut corporations statewide will support the Connecticut Masters' Games "Family of Sponsors"

- Presenting Sponsor:



- Platinum Sponsors:

Judicial Branch
Community Service Program



- Gold Sponsors:

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



RICOH
imagine. change.



- Silver Sponsors:



Hartford
HealthCare
Rehabilitation
Network
Connect to healthier.™

- Bronze Sponsors:

NEW BRITAIN
HERALD



SPONSOR BENEFITS & VISIBILITY PLAN

Your organization has the opportunity to contribute to the continued success of the Connecticut Masters' Games and gain visibility by becoming a part of our "Family of Sponsors". The Connecticut Masters' Games offer a wide range of sponsorship opportunities. The benefit opportunities available to corporate sponsors and partners are outlined below.

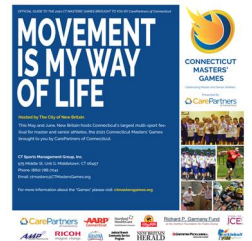
<i>Benefits</i>	Quantity / Units	Title \$25,000	Presenting \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Directors Club Banquet	-	10 Invitations	5 Invitations	4 Invitations	3 Invitations	2 Invitations	-
Spring Golf Tournament	-	4 Invitations	3 Invitations	2 Invitations	-	-	-
Name/Logo Incorporated into CMG Logo	5 Million+ Media Impressions	√	√	-	-	-	-
Logo on Athlete T-Shirt (1,500+)	2,000+	√	√	√	√	-	-
Sponsor Logo on Athlete Medal	2,200+	√	-	-	-	-	-
WTIC Radio Campaign	2 Weeks / 36 Ads	√	√	-	-	-	-
Logo on Volunteer T-Shirt (350+)	300+	√	√	-	-	√	√
Entry Publication Logo	10,000+	√	√	√	√	√	√
Sport Flyers & Poster Logo	7,000+	√	√	√	√	-	-
Program Booklet Ad	3,000+	√	√	√	-	-	-
Program Booklet Logo	3,000+	√	√	√	√	√	√
Finals Packet Logo	1,500+	√	√	√	√	√	-
Registration Postcard Logo	10,000+	√	√	√	√	√	√
Online Registration Logo	1,700+	√	√	√	√	√	-
Online Reg. Email Confirmation Logo	1,700+	√	√	√	√	√	-
Logo on Email Marketing Campaigns	50,000+	√	√	√	√	-	-
Logo on Social Media Campaigns	2,000+	√	√	-	-	-	-
Website Banner Ad (www.ctmastersgames.org)	50,000+ visits per year	√	√	√	√	√	√
Venue Banners (15+ Events)	17+ facilities	√	√	√	√	√	√
Coupon Distribution	1,700+	√	√	√	√	√	√
Venue Sampling	Sponsor Defined	√	√	√	√	√	√
Medal Ceremony Participation	Sponsor Defined	√	√	√	√	√	√



MEDIA & PROMOTION

Connecticut Masters' Games "Family of Sponsors" will all be included in the event's media and marketing plan, which includes the following:

- Media - 6 weeks of ads and press releases in daily, weekly and monthly newspapers and publications.
- Athlete T-shirt - 1,700+ Athlete T-shirts with logos distributed to every athlete that registers.
- Athlete Gift Bags - 1,700+ Athlete Gift Bags with logos distributed to every athlete that registers.
- Flyers & Posters - 5,000+ flyers printed and distributed to every senior center, health club, and YMCA in Connecticut.
- Entry Postcard - 10,000+ postcards with registration information mailed to every past participant, senior center, health club, and YMCA in Connecticut.
- Final Packets - 1,700 distributed to athletes who qualify for final events.
- Event Program - 2,000+ programs with all event information distributed at all venues and events to Connecticut Masters' Games Athletes and Spectators.
- Website - Banner ad located on Connecticut Masters' Games homepage - www.ctmastersgames.org – which receives 50,000+ "Unique Visits" annually.
- E-mail Marketing Campaigns - Monthly correspondence to a database of over 50,000+ past participants, coordinators and sport related contacts.




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IN-KIND SPONSORSHIPS

In addition to cash sponsorships, the Connecticut Masters' 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 Connecticut Masters' Games:

- Apparel Provider
- Athlete Gift Bag 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
- T-shirts Provider
- Volunteer Food Provider
- Water Provider



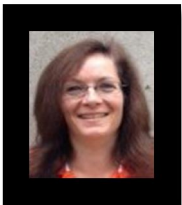
CONNECTICUT SPORTS MANAGEMENT GROUP STAFF & CONTACT INFORMATION



Patrick T. Fisher
Executive Director
Years with the "Games" - 2000 - 2008, 2010 - 2022
Xavier High School, Nichols College



Richard A. Plasky
Director of Operations
Years with the "Games" - 2019 - 2022
Naugatuck High School, Springfield College



Sandy Jordan
Administrative Assistant
Years with the "Games" - 2010 - 2022
East Catholic High School, Porter & Chester Institute, Manchester Community Coll.



Connecticut Sports Management Group, Inc.

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