



2022 Sponsor Opportunities

PICKLEBALL TOURNAMENTS





2022 Connecticut Sports Management Group, Inc. Pickleball Tournaments

2022 Pickleball Tournaments: The Connecticut Sports Management Group, Inc. will be conducting three separate Pickleball Tournaments: the Connecticut Masters' Games, Nutmeg State Games and Nutmeg Fall Classic. We will attract over 1,200 participants plus family members, friends, spectators and the media to the three tournaments. We expect players from all over the Northeast Region and other states to attend. The increase in popularity and the growth of Pickleball throughout the USA creates a tremendous opportunity for your company to showcase its products or service.

Connecticut Sports Management Group, Inc. (CSMG.org): is a 501(c)(3) not for profit corporation dedicated to managing the two largest amateur multi-sport Olympic-style sporting events in Connecticut: The Nutmeg State Games and the CT Masters' Games. CSMG also manages the following annual events; the Nutmeg High School Football Weight lifting Competition, Northeast Football Showcase and the Nutmeg Holiday Basketball Festival.

The Connecticut Sports Management Group Inc. believes that participation in athletics provides opportunities to develop leadership qualities such as hard work, self-confidence and mental and physical toughness. We also believe 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 "Games" include participants from all religious, racial and socio-economic backgrounds and opponents are not determined by demographics. We encourage the camaraderie that develops through the common bond of athletics, and an appreciation for the Olympic spirit that make the Games successful.

Tournament Details:

- CT Masters' Games - April 8th – 10th. Rocky Hill Tennis & Fitness Center, Rocky Hill, CT
 - Attendance Approximation: 350+ Participants. Qualifier for the 2023 National Senior Games
- Nutmeg State Games – June 10th – 12th. Rocky Hill Tennis & Fitness Center, Rocky Hill, CT
 - Attendance Approximation: 350+ Participants. Qualifier for the 2023 State Games of America
- Nutmeg Fall Classic - October 22nd & 23rd. Lyme Shores Tennis & Fitness, East Lyme, CT
 - Attendance Approximation: 350+ Participants

Sponsorship Opportunities:

As a tournament sponsor, your company name, products, and/or services will be associated with the nation's fastest growing racket sport with a high participation rate among baby boomers and active adults 40 and over. The Pickleball Tournaments are well positioned to help increase your company's visibility with an extensive promotional campaigns, outreach through regional and local media, visibility and engagement opportunities with 1,200 plus participants during all three tournaments.



**CONNECTICUT
MASTERS'
GAMES**

Celebrating Master And Senior Athletes.

Presented By
CarePartners
of Connecticut



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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 Nutmeg State Games is recognized by the National Congress of State Games and the US Olympic Committee as the official State Games of Connecticut.
- Nutmeg State Games medalists qualify for the State Games of America which is held every other year. A minimum of 10,000 athletes from 50 participating states compete in this weeklong event. The Nutmeg State Games is the only sanctioning site for athletes to represent the state of Connecticut at the State Games of America.
- 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
- Every 7 seconds someone in America turns 50. 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 2021, 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 included 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").
- The Connecticut Masters' Games Email Marketing campaign reaches over 50,000 Connecticut and out of state residents.
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Benefits:

- Extensive Marketing Campaign which includes Radio, Print, Internet, Social Media 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.

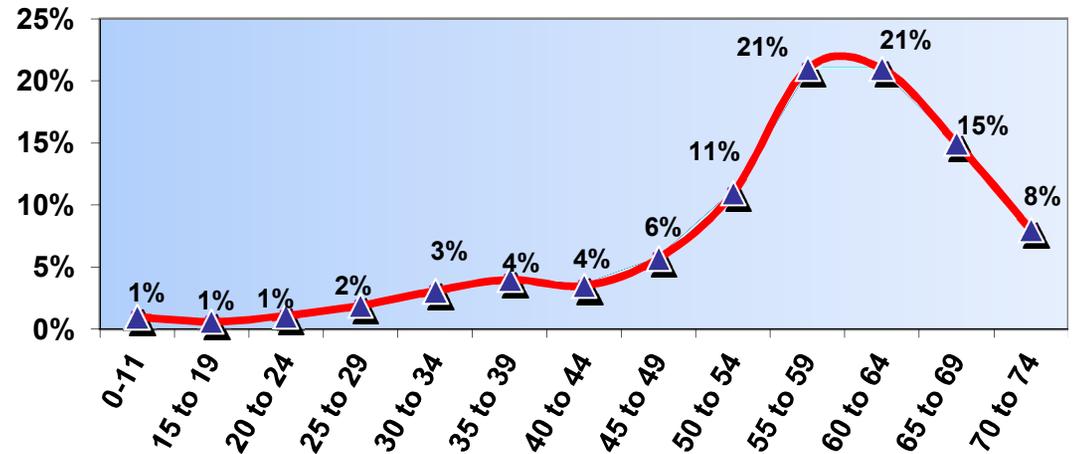


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AGE GROUP PARTICIPATION

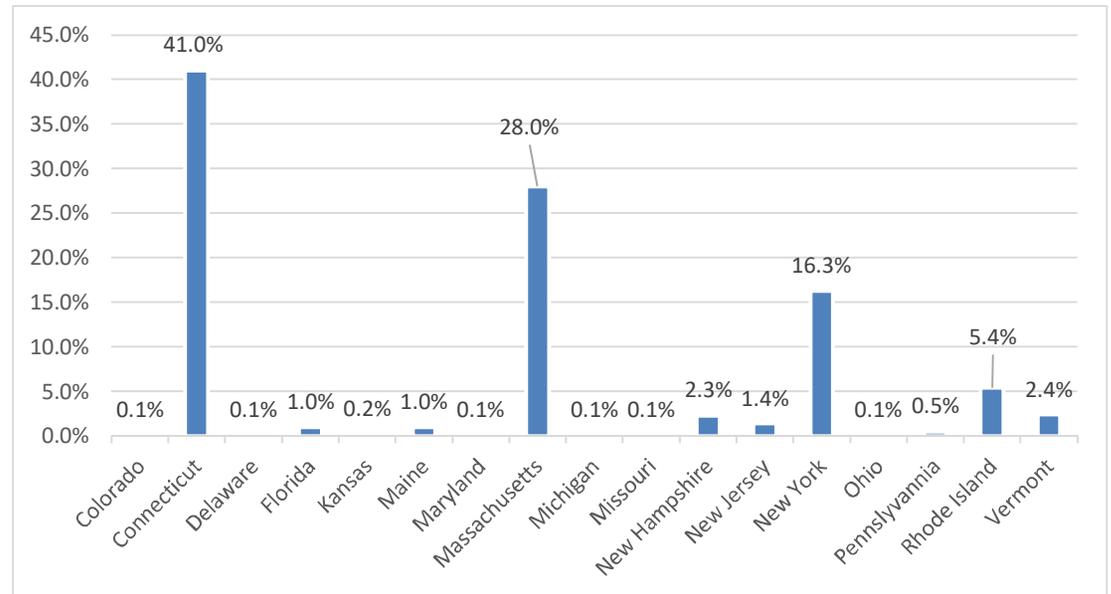
Our Pickleball participants have a diverse racial and socio-economic background and are well represented in our three separate tournaments. Competition is available for the following age groups: Under 19, 20-29, 30-39, 40-49, 50-54, 55-59, 60-64, 65-69, 70-74, 75- 79, 80-84, 85-89, 90+. In 2019, the 55-59 & 60-64 divisions had the highest participation rates. *Please Note: The Connecticut Sports Management Group, Inc, was unable to hold any of our Pickleball Tournaments in 2020 due to the pandemic.*



STATE BY STATE PARTICIPATION

The three Pickleball Tournaments provide opportunities for athletes from across the United States to take part in the “Games” each year. In 2021, participants from seventeen different states competed in the "Games".

Colorado	Missouri
Connecticut	New Hampshire
Delaware	New Jersey
Florida	New York
Kansas	Ohio
Maine	Pennsylvania
Maryland	Rhode Island
Massachusetts	Vermont
Michigan	





SPONSOR BENEFITS AND VISIBILITY PLAN

	PRESENTING \$2,500	GOLD \$1,000	SILVER \$500	BRONZE \$250
Sponsor Name/Logo Incorporated into Tournament Name	✓			
Sponsor Logo on the Athlete Event T-shirts	✓	✓	✓	
Sponsor Website Banner Ad & Logo on Tournament Website	✓	✓	✓	
Sponsor Vendor Table provided at each of the three tournaments	✓	✓	✓	✓
Sponsor Logo/Banner on Tournament Flyer	✓	✓		
Sponsor Banner Ad in all Email Marketing Campaigns	✓			
Sponsor Logo in all Email Marketing Campaigns	✓	✓		
Sponsor Logo on Online Registration Webpage	✓	✓		
Sponsor Logo on Online Registration Confirmation Email	✓	✓		
Sponsor Logo on Social Media Campaigns	✓	✓		
Sponsor Flyer in athlete gift bag	✓	✓	✓	✓
Venue Banners (on playing courts and medal presentation area)	✓	✓	✓	✓
Venue Sampling / Coupon Distribution / Medal Ceremony Participation	✓	✓	✓	✓

In-Kind Ways to Support the Pickleball Tournaments:

- Ball Sponsor, provide all practice & tournament balls.
- Gift Bag Sponsor, provide participants with bags and product samples
- Hospitality Sponsor, provide healthy refreshments for participants.
- T-Shirt Sponsor, provide all participant and volunteer t-shirts.
- Raffle Prizes, donate products from your company.
- Media Sponsor, provide coverage and advertising opportunities

In-Kind contributors receive the sponsor level benefits associated with the total retail value of the donation.



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How Your Support is Mutually Beneficial:

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

Your sponsorship support will ensure that we provide our participants with a tremendous experience that will leave lasting memories, increase the opportunities for play and growth of Pickleball, while educating attendees about your company through pertinent email marketing campaigns, web based ads and onsite engagement. Your organization has the opportunity to gain substantial visibility by becoming a part of our "Family of Sponsors".

The Next Steps:

We are eager to work with you to explore how we can best support your sponsorship goals and objectives. Please contact us and let us know which of our sponsorship opportunities provides the best fit for your company.



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