



Iowa GAMES

POWERED BY THE IOWA FOOD & FAMILY PROJECT

2012

SPONSORSHIP OPPORTUNITY



ABOUT THE IOWA SPORTS FOUNDATION

The Iowa Sports Foundation, Inc. (ISF) was created June 20, 1986 as a non-profit entity. The ISF's mission is to promote amateur sports within the State of Iowa; host Olympic-style festivals, competitions and exhibitions; create awareness, emphasize and educate Iowans concerning the numerous benefits of good health, physical fitness, good character, sportsmanship and competition.

The ISF's most notable sports events are the Summer Iowa Games and the Winter Iowa Games annual sports festivals, as well as other sports events including: Net Fest Basketball and Volleyball, Hoopin' At The Dome, Fish Iowa Games, Iowa Games Golf Classic, and the ISF Mud Run. In addition, the ISF promotes health, fitness and positive lifestyles through health initiative programs. The nationally recognized and highly successful Live Healthy Iowa program, formerly Lighten Up Iowa, has served as a model for Live Healthy America.

The ISF is governed by a 33-member board of directors is made up of former governors, athletic and corporate leaders from all parts of the state. Jim Hallihan, former men's basketball associate head coach at Iowa State University, is in his 18th year as president of the ISF. In 2011 the ISF played host to over 185,000 Iowans in various events throughout the year under Hallihan's leadership. Corporate sponsorships and entry fees provide the major source of funding for the ISF. Live Healthy Iowa Kids/Governor's Challenge received state funding through the Governor's Council on Physical Fitness and Nutrition, which Hallihan serves on.

IOWA GAMES

The Iowa Games began in August of 1987 as a weekend event, featuring 16 sports and 7,104 participants. For the first time, weekend athletes, school children and senior citizens could experience the thrill of great performances and the satisfaction of doing their best in a statewide Olympic-style competition.

SUMMER IOWA GAMES

The ISF is probably best known for its Summer Iowa Games, which take place annually during July in Ames. At the 2011 25th Anniversary Summer Iowa Games powered by the Iowa Food & Family Project, 54 sports were offered during the Olympic-style festival, including 41 individual and 13 team sports. New to the 2011 Games was the Hapkido, a martial arts discipline. Special events are a large part of the Summer Iowa Games, including: the torch run, opening ceremony, finals fest, and the Sunday chapel service. Olympic gold medalist, Shawn Johnson, was the guest speaker at the 2011 Opening Ceremony. Tim Dwight, former NFL and Hawkeye standout, competed in 25 events to celebrate the 25th Anniversary Summer Iowa Games.

WINTER IOWA GAMES

In addition to the successful Summer Games, the ISF also offers Winter Games for its residents. The annually Winter Iowa Games is held primarily in Dubuque although events are held in Cedar Rapids and seven other Iowa communities. The Winter Games also offers 22 sports.

LIVE HEALTHY IOWA

Live Healthy Iowa, a program of the Iowa Sports Foundation, began in 2002 as a way to combat Iowa's growing obesity problem. LHI now has multiple wellness initiatives including the 100 Day Wellness Challenge, Burst Your Thirst Challenge, The Next Step, Live Healthy Iowa Kids/Governor's Challenge, Go The Distance Day and Fall Fitness Day. Our goal is to make Iowa the healthiest state in America.

Each week, health tips for teams are provided in e-mails to each team member. The tips include nutrition and activity tips. Teams are also able to track their success on their personal dashboard. Each participant receives a training T-shirt, a one-year subscription to a magazine of their choice and unlimited resources on the Web site including workout videos and recipes.

In 2011, the Live Healthy program had over 33,000 Iowans participating, of which 27,000 participated in Live Healthy Iowa and 6,000 in Live Healthy America.

LIVE HEALTHY IOWA KIDS

Over 100,000 Iowa youth participated in one of several youth health initiatives offered by the Iowa Sports Foundation which include: Live Healthy Iowa Kids, Go The Distance Day, Exercise Your Character Day and Fall Fitness Day.

Live Healthy Iowa Kids/Governor's Challenge, a 100 day health initiative for school kids in Iowa had over 10,000 participating. LHI Kids is endorsed by the Governor's Council on Physical Fitness and Nutrition and was designated as the "Governor's Challenge" for youth. In 2011 kids were asked to accumulate 60 minutes of activity, 5 days a week for 100 days, as well as, track consumption of fruits, vegetables, low-fat milk, water, and screen time on a monthly basis.

Go the Distance Day and Fall Fitness Day are one day events for schools or organizations to engage 100% of their population in 30 minutes of physical activity. Participating groups are eligible for cash prizes to be used for physical education programs.

Exercise Your Character Day is a collaboration between Hy-Vee, CHARACTER COUNTS!, and Go The Distance Day. In 2011, over 8,000 fourth and fifth graders met at Hy-Vee Hall to complete their 30 minutes of activity and heard from several celebrities including Shawn Johnson, Kirk Ferenz, and Fred Hoiberg who spoke on the importance of good character and healthy choices.

ADAPTIVE SPORTS IOWA

In March 2011, the Iowa Sports Foundation launched, Adaptive Sports Iowa (ASI). ASI believes sport and recreational opportunities should not be inhibited by physical impairments. ASI strives to create, organize, and promote these opportunities to serve the population of Iowa. This year, ASI organized the first ever adaptive RAGBRAI team which included 10 hand cyclists and one blind rider.

SPONSORSHIP BENEFITS

	GOLD	SILVER	CORPORATE	BRONZE
Printed Materials				
Company logo on individual and team entry forms	•			
Company logo on Iowa Sports Foundation letterhead	•			
Company logo on Summer and Winter Games T-shirts	•			
Company name on Summer and Winter Games athlete ribbons	•			
Company recognition on cover of Summer Games Souvenir Results Book	Logo	Name		
Company recognition on Summer and Winter Games brochures and fliers	Logo	Name	Name	Name
Company recognition on Summer and Winter Games promotional grocery bag	Logo	Name	Name	Name
Company recognition on Summer and Winter Games promotional posters	Logo	Name		
Recognition in Summer Games Opening Ceremony program	•	•	•	•
Summer and Winter Games results book/tabloid recognition	•	•	•	•
Other promotional materials as needed	•	•	•	•
Website Exposure				
Company logo on all Iowa Games Website pages	•			
Company logo on Iowa Sports Foundation monthly email newsletter	•			
Company logo on Live Healthy Iowa program emails	•			
Company logo on sponsor webpage with link to your Website	•	•	•	•
Company logo on Summer and Winter Games promotional emails	•			
Company logo rotating on Iowa Games home page with other Gold Sponsors	•			
Company logo rotating on Live Healthy Iowa Website pages	•			
Company recognition on Live Healthy Iowa sponsor page	Logo	Name	Name	Name
Media Exposure				
30 second advertisement in Summer Games television preview show	•			
Recognition at the end of Iowa Sports Foundation highlight video	•	•	•	•
Statewide recognition on 30 minute Summer Games television preview show	•	•	•	•
Summer and Winter Games Media packets	•	•	•	•
Advertising				
Summer Iowa Games Des Moines Register advertisements	•	•		
Company recognition on over 200 statewide newspaper ads	Logo	Name		
Patron display area at Summer and Winter Games	•	•	•	•
Corporate banners at Summer Games Opening Ceremony (4'x24')	•			
Banner at Iowa Games events	•	•	•	•
Advertisement in Summer Games Souvenir Results Book	Full page	1/2 page	1/2 page	1/4 page
Advertisement in Winter Games newspaper tabloid	1/2 page	1/4 page	1/4 page	1/8 page
WHO Radio Salute - January-June (30 second spot)	•	•	•	•
Miscellaneous				
Cash Gold Sponsors receive a seat on ISF Board of Directors	•			
Exclusivity at sponsorship level	•			
First consideration for renewal	•	•	•	•
In-house promotion	•	•	•	•
Iowa Games logo use	•	•	•	•
Iowa State University football tickets (upon availability) - 1 game, 2 tickets	•	•	•	•
Mascot (Champ) available for use	•	•	•	•
Opportunity to distribute E-coupon to Summer and Winter Games athletes	•	•	•	•
Sponsor recognition reception	•	•	•	•
Summer and Winter Games brochure distribution center	•	•	•	•
VIP Receptions for Summer and Winter Games	•	•	•	•

IMPRESSIONS 2010-2011

GOLD SPONSOR IMPRESSIONS

CATEGORY	SUMMER GAMES	WINTER GAMES	TOTAL
IMPRESSIONS			
Newspaper Ads - LOGO (readership)	1,652,500	460,166	2,112,666
Web Site Page Views - LOGO			1,319,963
Sponsor Web Page Views			3,122
Live Healthy Iowa Web Page Views - LOGO			1,744,478
Sponsor Web Page Views			14,558
Iowa Games Brochure - LOGO	300,000	60,000	360,000
Summer Games Souvenir Program - LOGO	30,000		30,000
Winter Games Newspaper Tabloid - LOGO		6,000	6,000
Iowa Sports Foundation Letterhead - LOGO			13,000
T-Shirts - LOGO	16,300	5,601	21,901
Athlete Ribbons - company name	10,500	3,000	13,500
Hy-Vee Grocery Bags - LOGO	2,500,000	2,500,000	5,000,000
Opening Ceremony - LOGO	7,000	1,000	8,000
Additional Entry Forms - LOGO	2,400	1,700	4,100
Posters - LOGO	2,000	1,500	3,500
E-mail Newsletters and Promotions - LOGO			253,732
(Iowa Games and Live Healthy Iowa Tips - e-mails opened)			
ESTIMATED IMPRESSIONS			
Radio Ads (listenership and WHO Radio recognitions)	1,000,000	100,000	1,100,000
Preview Show - 30 sec. commercial (viewership)	756,000		756,000
Parades - LOGO	50,000		50,000
Venue Signs - LOGO	35,000	4,000	39,000
TOTAL GOLD IMPRESSIONS			12,853,520

IMPRESSIONS 2010-2011

SILVER SPONSOR IMPRESSIONS

CATEGORY	SUMMER GAMES	WINTER GAMES	TOTAL
PRINTED IMPRESSIONS			
Newspaper Ad (readership)	1,652,500	460,166	2,112,666
Iowa Games Brochure	150,000	30,000	180,000
Summer Games Souvenir Program	20,000		20,000
Winter Games Newspaper Tabloid		3,000	3,000
Hy-Vee Grocery Bags	2,500,000	2,500,000	5,000,000
Opening Ceremony	7,000	1,000	8,000
Posters	2,000	1,500	3,500
WEB SITE IMPRESSIONS			
Iowa Games and Live Healthy Iowa sponsor page views			14,558
ESTIMATED IMPRESSIONS			
Radio Ads (listenership and WHO Radio recognitions)	1,000,000	100,000	1,100,000
Preview Show (viewership)	756,000		756,000
Venue Signs	35,000	4,000	39,000
TOTAL SILVER IMPRESSIONS			9,236,724

CORPORATE SPONSOR IMPRESSIONS

CATEGORY	SUMMER GAMES	WINTER GAMES	TOTAL
PRINTED IMPRESSIONS			
Iowa Games Brochure	150,000	30,000	180,000
Summer Games Souvenir Program	20,000		20,000
Winter Games Newspaper Tabloid		3,000	3,000
Hy-Vee Grocery Bags	2,500,000	2,500,000	5,000,000
Opening Ceremony	3,500	1,000	4,500
WEB SITE IMPRESSIONS			
Iowa Games and Live Healthy Iowa sponsor page views			14,558
ESTIMATED IMPRESSIONS			
Radio Ads (listenership and WHO Radio recognitions)	1,000,000	100,000	1,100,000
Preview Show (viewership)	756,000		756,000
Venue Signs	35,000	4,000	39,000
TOTAL CORPORATE IMPRESSIONS			7,120,558

BRONZE SPONSOR IMPRESSIONS

CATEGORY	SUMMER GAMES	WINTER GAMES	TOTAL
PRINTED IMPRESSIONS			
Iowa Games Brochure	150,000	30,000	180,000
Summer Games Souvenir Program	20,000		20,000
Winter Games Newspaper Tabloid		3,000	3,000
Hy-Vee Grocery Bags	2,500,000	2,500,000	5,000,000
Opening Ceremony	3,500	1,000	4,500
WEB SITE IMPRESSIONS			
Iowa Games and Live Healthy Iowa sponsor page views			14,558
ESTIMATED IMPRESSIONS			
Radio Ads (listenership and WHO Radio recognitions)	1,000,000	100,000	1,100,000
Preview Show (viewership)	756,000		756,000
Venue Signs	35,000	4,000	39,000
TOTAL CORPORATE IMPRESSIONS			7,120,558



OTHER SPONSORSHIP OPPORTUNITIES

SPORT SPONSORS

Summer Iowa Games (50+ sports available)

Winter Iowa Games (15+ sports available)

SPECIAL IOWA GAMES EVENTS

Summer Iowa Games Opening Ceremony

Summer Iowa Games Finals Fest

Summer Iowa Games Torch Run

SPECIAL IOWA SPORTS FOUNDATION EVENTS

NetFest Basketball and Volleyball Tournament

Hoopin' At The Dome - 3 on 3 Basketball Tournament

Iowa Sports Foundation Mud Run

Fish Iowa Games

Iowa Games Golf Classic

HEALTH INITIATIVES

Live Healthy Iowa 100 Day Wellness Challenge Incentives

Live Healthy Iowa Kids Program Incentives

Go The Distance Day School Incentives

Fall Fitness Day School Incentives

Live Healthy Iowa - Burst Your Thirst Challenge Incentives

Live Healthy Iowa - The Next Step Challenge Incentives

OTHER OPPORTUNITIES

Adaptive Sports Iowa

Iowa Sports Foundation Monthly Newsletter

Summer and Winter Iowa Games Volunteer and Officials T-shirts

Iowa Games Officials Gifts

Iowa Games Participation Ribbons

Iowa Sports Foundation Calendar of Events

*** The above opportunities benefits and costs vary for each event, program and/or sport. Upon request, a specific proposal will be presented for these other opportunities.**

For more information on how to become a sponsor contact:

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