



SPONSORSHIP PACKET

NATIONAL

VETERANS

GOLDEN AGE GAMES

June 22-27, 2020
Madison, WI

COMPETITIONS INCLUDE:

- AIR PISTOL
- AIR RIFLE
- BADMINTON
- BASKETBALL
- BLIND DISC GOLF
- BOCCIA
- BOWLING
- CYCLING
- FIELD GOLF
- HORSESHOES
- NINE BALL
- PICKLEBALL
- POWERWALK
- SHUFFLEBOARD
- SWIMMING
- TABLE TENNIS
- TRACK



VA

U.S. Department
of Veterans Affairs



VETERANS CANTEEN SERVICE

Host VAMC:
**William S. Middleton
Memorial Veterans Hospital**

WWW.VETERANSOLDENAGEGAMES.VA.GOV





Dear Community Partner,

An exciting national event is coming to Madison, and we would like your support to make it a success. The Department of Veterans Affairs (VA) has selected the William S. Middleton Memorial Veterans Hospital to host the 34th National Veterans Golden Age Games (NVGAG) June 22-27, 2020.

The National Veterans Golden Age Games are the premier senior adaptive rehabilitative program in the United States and the only national seniors program designed to improve the quality of life for all senior Veterans, including those with a wide range of abilities and disabilities. The Games provide a multi-event sports and therapeutic recreation program for military Veterans 55 years of age and older who receive care through any VA medical facility. Throughout the week more than 800 men and women who have worn the uniform of the United States of America and defended our country with honor and dignity will compete, right here in Madison!

We invite you to be a part of this exciting national event by becoming an individual or corporate/organizational sponsor. Committed volunteers through our local and national sponsorships are essential in providing a memorable experience for those Veterans participating in the Games. If you are unable to be in attendance, but would still like to contribute, you may make a financial or in-kind donation that will be acknowledged at the commensurate sponsorship level as identified in the enclosed package.

Our Nation's heroes have placed our security and freedom before their own lives. Their sacrifices create a debt that America can never fully repay. Your generous gift helps demonstrate our appreciation and will make the 2020 National Veterans Golden Age Games a memorable and significant experience for all involved. Your support of the NVGAG will ensure a very successful event for Veterans from around the country as well as our local community.

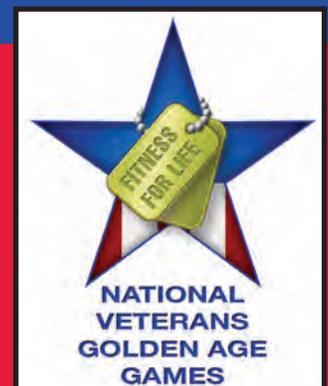
For more information regarding individual and/or corporate/organizational sponsorship opportunities, please contact me at Adam.Howarth@va.gov or by phone at 608-280-7073.

Sincerely,

Adam Howarth, Sponsorships Chair
2020 NVGAG Local Organizing Committee

Be part of history!

- ☆ **800 Participants**
- ☆ **18 Medal Events**
- ☆ **Multiple Venues**
- ☆ **Exhibition Events**



June 22-27, 2020

veteransgoldenagegames.va.gov

Hosted by:



National Sponsor:





MISSION

The Games provide eligible senior Veterans with the opportunity to engage in rehabilitative sport and recreation competition.

HISTORY OF THE NVGAG

In 1985, the first NVGAG took place in Albany, GA with 115 competitors representing VA medical facilities across the United States. This outstanding program has grown from 115 competitors to almost 800.

COMPETITION

Competitive events include: air pistol, air rifle, badminton (singles and doubles), basketball (3-on-3, free throw), blind disc golf, bocchia (singles and doubles), bowling, cycling, field (discus, javelin, shot put), golf, horseshoes, nine ball, pickleball, power walk, shuffleboard, swimming, table tennis and track. Local exhibition event(s) are typically offered each year.



VA

U.S. Department of Veterans Affairs

Sports and fitness are vital ingredients of VA's National Rehabilitation Special Events. Physical activity and friendly competition engage the mind as well as the body, and recreation therapy fills a special need in the lives of older patients at VA health centers across the country.

VA research and clinical experience verify that physical activity is particularly important to the health, recovery and overall quality of life for older people. The NVGAG is a national showcase for the preventive and therapeutic value of sports, fitness and recreation for all older Americans.





The National Veterans Golden Age Games

is the premier senior adaptive rehabilitation program in the United States, and the only national multi-event sports and recreational seniors' competition program designed to improve the quality of life for all older Veterans, including those with a wide range of abilities and disabilities.

The National Veterans Golden Age Games is one of the most progressive and adaptive rehabilitative senior sports programs in the world.

BEYOND THE NVGAG

Since 2004, the Games serve as a qualifying event for competition in the National Senior Games in a number of competitive events. www.nsga.com



ELIGIBLE VETERANS

Veterans must be 55 years of age and older, and eligible for VA health care.

There are eight age categories:

55-59	70-74	85-89
60-64	75-79	90+
65-69	80-84	

There are three divisions:

AMBULATORY
VISUALLY IMPAIRED
WHEELCHAIR



REHABILITATIVE VALUE

VA research and clinical experience verify that movement and exercise are particularly important to the health, recovery and overall quality of life for older Veterans.

CLINICAL GOALS

- Obesity, diabetes & hypertension prevention
- Decrease risk for falls
- Maintain or gain strength and endurance for both activities of daily living (ADLs) and quality of life activities

CLINICAL OUTCOMES

- Improved functional status
- Improved cardiovascular functioning
- Increase muscle mass and strength
- Preventing and delaying illness and disability

“The games represent...an active, healthy lifestyle in later years, sportsmanship, dignity and respect for fellow Veterans.” -- NVGAG Coach

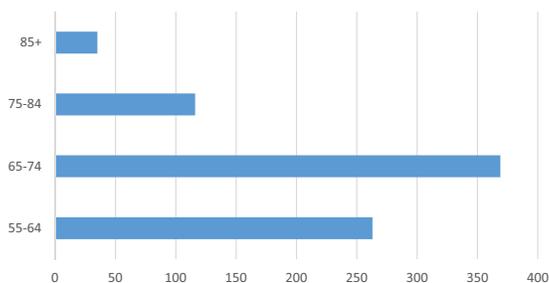
“Preparing for the Games gave back my life, and a better form of me!” -- NVGAG Athlete



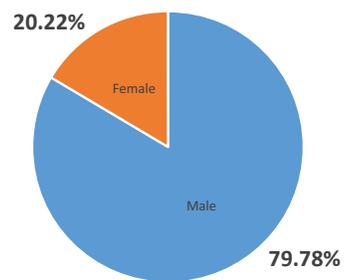
2018 STATS

821 Participants

Ages in Attendance



Gender in Attendance



STATE

Alaska	3	Kansas	13	Ohio	14
Alabama	5	Kentucky	1	Oklahoma	17
Arkansas	15	Louisiana	12	Pennsylvania	15
Arizona	21	Massachusetts	8	South Carolina	2
California	131	Maryland	16	Tennessee	12
Colorado	36	Maine	9	Texas	79
Connecticut	15	Michigan	39	Utah	2
District of Columbia	2	Missouri	36	Virginia	26
Florida	49	Mississippi	9	Vermont	1
Georgia	41	North Carolina	13	Washington	2
Hawaii	19	Nebraska	2	Wisconsin	6
Iowa	14	New Hampshire	4	West Virginia	3
Idaho	2	New Jersey	6	Wyoming	2
Illinois	48	New Mexico	57		
Indiana	1	New York	19		



2020 NVGAG SPONSORSHIP

The National Veterans Golden Age Games are supported in part by the Department of Veterans Affairs and through donations by various corporations/organizations both locally and nationally. Funds can be earmarked by the sponsor to support the program in a variety of areas, some of which include printing, hospitality, equipment, etc.

Should any organization or corporation wish to contribute annually to the NVGAG, a Memorandum of Agreement (MOA) will be developed with the Department of Veterans Affairs, outlining responsibilities of all parties and sponsor level benefits.

All sponsors are afforded the right to approve the manner in which its name, trademark and logo are used in connection with the National Veterans Golden Age Games.



SPONSORSHIP LEVELS	
National Sponsor	\$200,000 and above
Host Sponsor	\$100,000
Platinum Sponsor	\$50,000
Gold Sponsor	\$25,000
Silver Sponsor	\$10,000
Bronze Sponsor	\$1,000
Contribution Sponsor	\$999 and less



Hosted by:



National Sponsor:



SPONSORSHIP OPPORTUNITIES - MADISON 2020

SPONSOR LEVELS	NATIONAL \$200,000	HOST \$100,000	PLATINUM \$50,000	GOLD \$25,000	SILVER \$10,000	BRONZE \$1,000
Promotion & Branding						
Presentation of medals to athletes	x	x	x	x	x	x
Listing in official Games video	x	x	x	x	x	x
Use of official Games logo	x	x	x	x		
Complimentary Health & Wellness Expo booth/table/power	20'x20'	20'x10'	20'x10'	10'x10'	10'x10'	10'x10'
"Presented by..." spots on PSAs	x	x				
Article in official Games program and newsletters	x					
Print Recognition						
Company logo/description in EXPO guide	x	x	x	x		
Signage appropriate to sponsor level	x	x	x	x		
National and/or local press releases	x	x	x			
Logo placement on Games website	x	x	x	Listing	Listing	Listing
Ad in official Games program	Two Full-pages Color	Full-page Color	Full-page B/W	Half-page B/W	Qtr-page B/W	
Logo on official Games memorabilia	x	x	x	x	x	x
Presented by..." recognitions during the Games	x	x				
Networking Opportunities						
VIPs and sponsor recognition event	12 tickets	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets
Access to exclusive event volunteer opportunities	Up to 2	Up to 1	Up to 1	Up to 1	Up to 1	Up to 1
Chance to interact with Department of Veterans Affairs' leadership in attendance	x	x				

• The NVGAG greatly appreciates in-kind support, such as securing venues, covering the cost of competition for Veteran athletes and covering volunteer meals, to help offset NVGAG operational expenses.

• Volunteer: We also encourage your employees or organization members to join us to experience the Games firsthand as volunteers and/or as “fans in the stands.” Spectators will be inspired as they witness the Veteran athletes strive to achieve their personal best.



Hosted by:



National Sponsor:





DEPARTMENT OF VETERANS AFFAIRS
William S. Middleton Memorial Veterans Hospital & Clinics
2500 Overlook Terrace
Madison, WI 53705

To: Interested Donors

Dear Sir or Madam:

Thank you for your inquiry regarding the tax deductibility of donations made in support of the 34th Annual National Veterans Golden Age Games - scheduled to be hosted in Madison, WI in June of 2020. Although our VA medical facility is not a 501c3 non-profit organization, as an agency of the U.S. Government, we have the same "tax status" as a 501c3. All donations that a corporation or individual donate to any agency of the federal government are tax deductible.

According to the IRS Tax Code that outlines the tax deductibility of the gifts to the VA medical facility (Title 26, United States Code, Section 2522 - Charitable and Similar Gift):

- a. Citizens or residents - In computing taxable gifts for the calendar year, there shall be allowed as a deduction in the case of a citizen or resident the amount of all gifts made during such year to or for the use of-
 - (1) The United States, any State, or any political subdivision thereof, or the District of Columbia, for exclusively public purposes.

If you require additional information or clarification on the tax deductibility of donations, please contact me at:

Adam.Howarth@va.gov or by phone **608-280-7073**

Sincerely,

A handwritten signature in black ink, appearing to read "A. Howarth".

Adam Howarth

Local Organizing Committee Sponsorship Chair
2020 National Veterans Golden Age Games

Tax ID No.: **39-0817515**