



ABOUT THE GAMES

The Reno-Sparks-Tahoe area and the local public safety departments will be hosting the 2010 Western States Police and Fire Games, taking place July 23—August 1, 2010. Your support of this event will not only help make it a success, but will also help promote our area as a great destination!

The Games began in 1967 with 504 athletes competing in 16 events. Each year the games select a host city and selected the Reno-Sparks-Tahoe area for the first time in 2005. The area quickly became one of the events most successful destinations. In 2005, the event hosted 4,320 participants and another 12,000+ fans. The Western States Police and Fire Games was estatic to announce that it would return to this area again in 2010 and is anticipated to grow upon their 2005 success with athletes competing in more than 65 different sporting events! These events will take place throughout the entire Northern Nevada region, encompassing venues in Reno, Sparks, Carson City, Fernley, and Lake Tahoe.

The Western States Police & Fire Games ranks as one of the largest multi-sport athletic events in the world. The purpose of the Games is to promote physical fitness for law enforcement officers and firefighters. The Games develop camaraderie among competitors and a partnership with the community.

The Reno-Sparks-Tahoe Area was the first time in the Games' 39 year history that they have been held outside of California which established the Northern Nevada area as an exciting destination for participants and families from California, Arizona, Hawaii, Colorado, Utah, Oregon, Washington, Nevada and more. Based on past performances, it is estimated that the games will generate more than \$10 million into the local economy by way of food, lodging, recreation, and retail sales. We need to ensure that we keep this great event coming back and contributing to your business.

The Games have been approved for a tax exempt non-profit status as a 501C3, and offer businesses, organizations, and individuals the opportunity for community involvement through tax deductible financial or in-kind donations. At the conclusion of the Games, any excess proceeds, equipment, or supplies will be donated to local charitable organizations such as the Northern Nevada Firefighters Association (promotes youth sports), Hashimoto Widows and Orphans Fund, Reno Firefighters Community Assistance Program, Reno Police Protective Association, Senior Corner/Kids Corner, and the Truckee Meadows Boys & Girls Club.

Please take this opportunity to join America's police officers and firefighters in creating this family event. The 2010 Western States Police and Fire Games will prove to be an excellent opportunity for your business to receive outstanding publicity, and it is simply one way of giving back to the police officers and firefighters who give to us every day!



PREMIUM SPONSORSHIP OPTIONS

Event Dates: July 23 - August 1, 2010

Participants: 5,000 - 7,000

Spectators: 12,000+

Volunteer T-Shirt Sponsor- \$2,000

- More than 1,500 volunteers will be wearing your shirts across all venues.
- Will be one of four companies featured on the back of the volunteer t-shirts as a sponsor.
- To be Exclusive t-shirt sponsor will include sponsor colored t-shirts with exclusive logo (\$5,000)

Sergeant Sponsorship Package- \$1,000

- Company based marketing information or offer sent in an exclusive e-mail blast to registered participants before event.
- Your sponsor-provided promotional material and products in all participant gift packages
- Your sponsor-provided company banner at up to three events
- Name & Logo and business card sized ad (bw) in official program
- Invitation to sponsor's banquet and all hosted events held during the Games
- Press release announcing partnership

Lieutenant Sponsorship Package- \$2,500 (early bird before January 1, 2010- \$2,000)

- Company based marketing information or offer sent in an exclusive e-mail blast to registered participants before event.
- Name and logo in all participant e-mail blasting leading up to the event
- Your sponsor-provided promotional material and products in all participant gift packages
- Your sponsor-provided company banner at up to three events
- Name & Logo and half page ad (bw) in official program
- Invitation to sponsor's banquet and all hosted events held during the Games
- Press release announcing partnership

Captain Sponsorship Package- \$5,000 (early bird before January 1, 2010- \$4,000)

- Company based marketing information or offer sent in an exclusive e-mail blast to registered participants before event.
- Name and logo in all participant e-mail blasting leading up to the event
- Your sponsor-provided promotional material and products in all participant gift packages
- Your sponsor-provided company banner at up to five events
- Name & Logo and half page ad (bw) in official program
- Invitation to sponsor's banquet and all hosted events held during the Games
- Press release announcing partnership
- Three pairs of invitational tickets to hosted events held during the games.
- VIP seating at all Category 1 events.
- Complimentary premium position vendor booth (8' x 10') at the exhibition center at host hotel (Silver Legacy), during the week of the games.
- Six official sponsor polo shirts.
- Your company logo and link on event website



PREMIUM SPONSORSHIP OPTIONS

Event Dates: July 23 - August 1, 2010

Participants: 5,000 - 7,000

Spectators: 12,000+

Assistant Chief- \$10,000 *(early bird before January 1, 2010- \$8,000)*

- Company based marketing information or offer sent in two exclusive e-mail blasts to registered participants before event.
- Name and logo in all participant e-mail blasting leading up to the event
- Your sponsor-provided promotional material and products in all participant gift packages
- Your sponsor-provided company banner at up to five events & host hotel
- Name & Logo and full page ad (bw) in official program
- Invitation to sponsor's banquet and all hosted events held during the Games
- Press release announcing partnership
- Three pairs of invitational tickets to hosted events held during the games.
- VIP seating at all events.
- Complimentary premium position vendor booth (8' x 10') at the exhibition center at host hotel (Silver Legacy), during the week of the games.
- Twelve official sponsor polo shirts with logo.
- Your company logo and link on event website
- Use of official Western States Police and Fire Games logo on your promotional material

Deputy Chief- \$15,000 *(early bird before January 1, 2010- \$12,500)*

- Company based marketing information or offer sent in two exclusive e-mail blasts to registered participants before event.
- Name and logo in all participant e-mail blasting leading up to the event
- Your sponsor-provided promotional material and products in all participant gift packages
- Your sponsor-provided company banner at up to ten events & host hotel
- Name & Logo and full page ad (bw) in official program
- Invitation to sponsor's banquet and all hosted events held during the Games
- Press release announcing partnership
- Three pairs of invitational tickets to hosted events held during the games.
- VIP seating at all events.
- Complimentary premium position vendor booth (8' x 10') at the exhibition center at host hotel (Silver Legacy), during the week of the games.
- Fifteen official sponsor polo shirts with logo.
- Your company logo and link on event website
- Use of official Western States Police and Fire Games logo on your promotional material
- The presenting sponsor on three events of your choosing. Example "Sponsor's" Softball Tournament or "Sponsor Presents". The name will be included on all material covering the event.



PREMIUM SPONSORSHIP OPTIONS

Event Dates: July 23 - August 1, 2010

Participants: 5,000 - 7,000

Spectators: 12,000+

Chief- \$25,000- (early bird before January 1, 2010- \$20,000)

- Company based marketing information or offer sent in two exclusive e-mail blasts to registered participants before event.
- Name and logo in all participant e-mail blasting leading up to the event
- Your sponsor-provided promotional material and products in all participant gift packages
- Your sponsor-provided company banner at **all** events & host hotel
- Name & Logo and full page ad (**full color**) in official program
- Invitation to sponsor's banquet and all hosted events held during the Games
- Press release announcing partnership
- Three pairs of invitational tickets to hosted events held during the games.
- VIP seating at all events.
- Complimentary premium position vendor booth (8' x 10') at the exhibition center at host hotel (Silver Legacy), during the week of the games.
- **Twenty-four** official sponsor polo shirts with logo.
- Your company logo and link on event website
- Use of official Western States Police and Fire Games logo on your promotional material
- The presenting sponsor on **five** events of your choosing. Example "Sponsor's" Softball Tournament or "Sponsor Presents". The name will be included on all material covering the event.

Title Sponsor- \$50,000

- Name & Logo displayed as Title Sponsor in all event advertising
- Name & Logo and advertisement on cover of the official program
- Name & Logo and full page advertisement inside official program
- Name & Logo as the title on all event banners
- Name & Logo associated with all media promotions
- Presentation of medals as Event Sponsor at all events
- Company based marketing information or offer sent in two exclusive e-mail blasts to registered participants before event.
- Name and logo in all participant e-mail blasting leading up to the event
- Your sponsor-provided company banner at all events & host hotel
- Your sponsor-provided promotional material and products in all participant gift packages
- Invitation to sponsor's banquet and all hosted events held during the Games
- Press release announcing Title partnership
- Three pairs of invitational tickets to hosted events held during the games.
- VIP seating at all events.
- Complimentary center position vendor booth (8' x 10') at the exhibition center at host hotel (Silver Legacy), during the week of the games.
- **Twenty-four** official sponsor shirts
- Your company logo and link on event website
- Use of official Western States Police and Fire Games logo on your promotional material

Sponsorship Level: _____

Accepted By: _____

Title: _____

Signature: _____

Date: _____