

BROWNSVILLE:23



### **SPONSORSHIP OPPORTUNITIES**

**LAST WEEK IN JULY 2023 & 2024** 







**GAMESOFTEXAS.COM** 

## **GAMES OF TEXAS by TAAF**



During the last week of July 2023 and 2024, the City of Brownsville's Parks and Recreation Department (PARD) will be hosting for the first time in Brownsville history, the Games of Texas! The Texas Amateur Athletic Federation (TAAF), a nonprofit organization that governs the Games of Texas, an amateur sports competition created for athletes throughout the state of Texas.

The Games of Texas is the largest multi-sport event in Texas. Patterned after the Olympics, the Games of Texas has an emphasis on the recreational athlete and the enhancement of his or her competitive experiences.

### EXCLUSIVE GOT HOST CITIES:

Corpus Christi

Bryan / College Station

McAllen

Waco

San Antonio

El Paso

Dallas

Fort Worth

Brownsville

# HOST BTX GOT



Is your business or organization looking for an opportunity to affiliate with programs that will help local parks, programs, and events? Do you want to reach a market of people who are active, health-conscious, enjoy recreation and or love the outdoors? Are you looking for category exclusivity, branding & advertising opportunities, and identification in collateral?

The City of Brownsville Games of Texas has a wide range of sponsorship and advertising opportunities that will help you reach your target audience and goals.



8,000 Athletes



Hotel, Food, & Entertainment For the Athlete & Family



12 Sports Events



\$8M Economic Impact

### BTX GAMES OF TEXAS LOCATIONS





### WHY Brand with us?



#### \$ Value

Value invested. The cost of other marketing outlets can be very expensive. Your money can go further with parks and recreation as a trusted organization. Edge out the competition with exclusive access



#### Delivery

Get recognized. Be associated with parks and create memorable moments! Get seen by visitors from all over the state.

#### **Brand Awareness**

Increase awareness of your company's products and services. Your brand will be right in front of the audience you want to reach through signage, media, and collateral.





#### **Public Relation**

Build goodwill. Evoke a community wide feeling that your company cares. This will instill loyalty among a business' current & future patrons. Be associated with our positive relationship with the community.

#### Statewide Reach Texas Sized!

Be a part of winning! On average 8,000
Athletes and spectators from all over
Texas attend the Games. Support from
sponsors provides additional resources
which can help us bring athletes & visitors
to Brownsville.



### Monitoring

Expand your network. Our audience reaches a scope both locally and statewide. Find your target.





# By the numbers

Each event is a step forward, always growing



4.8K

Track

3K

Swim

8K+

Athletes

\$8M

**Economic Impact** 









Grow your reach with us!

### YOUR AUDIENCE

#### Here is what your audience may leave with after sponsoring BTX Games of Texas

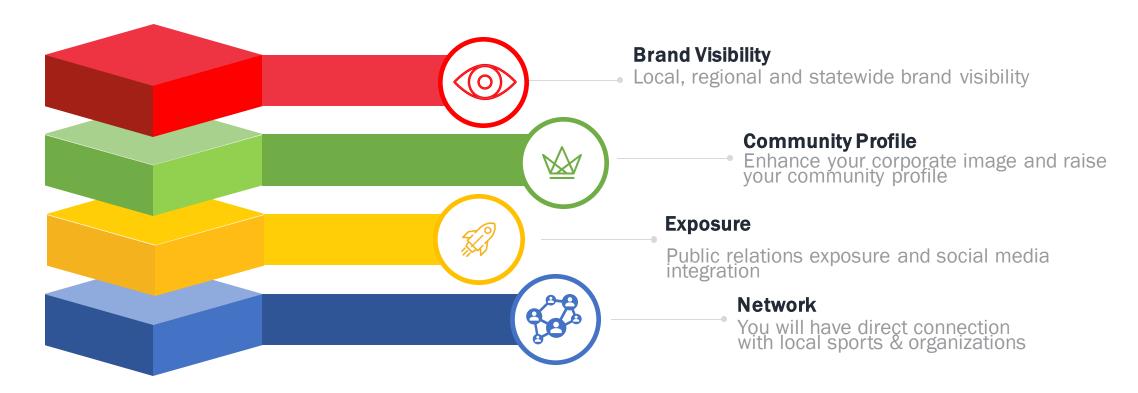


### **BTXGOT BENEFITS**



If these are the kind of benefits you are interested in, make sure you look at our sponsorship page.

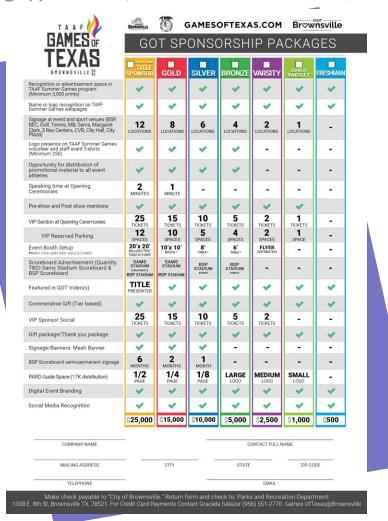
Reach out to us at <a href="mailto:sotvolenges/gotve-g



### PACKAGE BENEFITS

A wide variety of pricing options available for any level of support. Hall of Fame to Silver levels can be guaranteed category exclusivity. This is a business opportunity that includes a variety of signage at certain levels of sponsorship, branding and advertising opportunities, identification in our media, collateral, and mentions.







#### **Printed Advertising**

All packages include a brand recognition or ad space, minimum 3,000 prints.



#### **TAAF Summer Games Web Recognition**

All packages include the option to be recognized on the TAAF website.



### **Brand Visibility**

Benefit of being a sponsor is that your brand will be seen locally and statewide.



#### **Timing**

Sponsorships that finalize early, get access to category exclusivity, longer periods of time associating your brand with the event and its promotions.

### PRICING TABLE

We offer various packages and different tiers. No matter your price range, all packages include benefits to your brand and association with a respectable and reputable event.





# HALL OF FAME TITLE SPONSOR \$25,000

Recognition or advertisement space in TAAF Summer Games program. Name or logo recognition on TAAF Summer Games webpages. Signage at event and sport venues 12 locations. Logo Presence. Distribution of Materials. 2 Minutes Speaking time at the Opening Ceremonies. Pre-show mentions. VIP Sections, 25 Tix to VIP Social, 12 spaces VIP Parking. 20X20 Event Booth. 2 Scoreboard advertisement & 6 Mos semipermanent signage. Title Presenter of Games of Texas Video. Commemorative Gift. Signage. ½ page PARD Guide (distribution 17K). Digital Event Branding. Social Media Recognition.



GOLD

\$15,000

space in TAAF Summer Games program. Name or logo recognition on TAAF Summer Games webpages. Signage at event and sport venues 8 locations. Logo Presence.

Distribution of Materials. 1 Minut Speaking time at the Opening Ceremonies. Pre-show mentions VIP Sections, 15 Tix to VIP Socia 10 spaces VIP Parking. 10X10 Event Booth. 2 Scoreboard advertisement & 2 Mos semipermanent signage. Feature in Games of Texas Video.

Commemorative Gift. Signage. Vpage PARD Guide (distribution 17K). Digital Event Branding. Social Media Recognition.



SILVER

\$10,000

Recognition or advertisement space in TAAF Summer Games program. Name or logo recognition on TAAF Summer Games webpages. Signage at event and sport venues 6 locations. Logo Presence. Distribution of Materials. Pre-show mentions. VIP Sections, 10 Tix to VIP Social, 5 spaces VIP Parking. 8-foot event table. 1 Scoreboard advertisement 8 1 Month semi-permanent signage. Feature in Games of Texas Video. Commemorative Gift. 1/8 page PAR Guide (distribution 17K). Digital Ever Branding. Social Media Recognition



BRONZE

\$5,000

Recognition or advertisement space in TAAF Summer Games program. Name or logo recognition on TAAF Summer Games webpages Signage at event and sport venues 4 locations. Logo Presence. Distribution of Materials. Pre-show mentions. VIP Sections, 5 Tix to VIP Social, 4 spaces VIP Parking, 6-foot event table, 1 Scoreboard advertisement. Feature in Games of Texas Video. Commemorative Gift. Lq logo PARD Guide (distribution 17K). Digital Event Branding, Social Media Recognition.



VARSITY

\$2,5000

Recognition or advertisement space in TAAF Summer Games program. Name or logo recognition on TAAF Summer Games webpages. Signage at event and sport venues 2 location. Pre-show mentions. VIP Sections, 2 Tix to VIP Social, 2 spaces VIP Parking, Flyer distribution. Feature in Games of Texas Video. Commemorative Gift. Med logo PARD Guide (distribution 17K). Digital Event Branding, Social Media Recognition.



**JUNIOR VARSITY** 

\$1,000

Recognition or advertisement space in TAAF Summer Games program. Name or logo recognition on TAAF Summer Games webpage: Signage at event and spor enues 1 location. Pre-shov mention. VIP Section, 1 pace VIP Parking, Featur in Games of Texas Video Commemorative Gift. Sma logo PARD Guide distribution 17K). Digital Event Branding, Social Media Recognition.



**FRESHMAN** 

\$500

Recognition or advertisement space in TAAF Summer Games program. Name or logo recognition on TAAF Summer Games webpages Feature in Games of Texas Video. Commemorative Gift. Digital Event Branding. Social Media Recognition.

### HALL OF FAME TITLE SPONSOR

### Package includes: ☐ Recognition or advertisement space in TAAF Summer Games program (Minimum 3,000 prints) ☐ Name or logo recognition on TAFF Summer Games webpages □ Signage at event and sport venues (BSP, BEC, Golf, Tennis, MB, Sams, Margaret Clark, 3 Rec Center, CVB, City Hall, City Plaza) □ Logo presence on TAAF Summer Games volunteer and staff event t-shirts o Minimum 250 Opportunity for distribution of promotional material to all event athletes ☐ Speaking time at Opening Ceremonies ☐ Pre-show and Post show mentions ☐ VIP Section at Opening Ceremonies ☐ VIP Reserved Parking 20X20 Event Booth 1 of @OC, Track? Swim? (promo materials, hiring recruitment, etc.) (tent, tables, chairs provided -only for the title sponsor) □ Scoreboard Advertisement (quantify appearances) Sams Stadium Scoreboard & BSP scoreboard ☐ Post-Production Event Video recognition ☐ Flame Plague or Event Medals □ VIP Sponsor Socials? Before Boxing? Thursday Evening – Bring in a Boxer? BEC/Las Ramblas ☐ VIP Parking/Downtown parking? ☐ Gift package/Thank you package ☐ Signage/Banners: Light Poles(BSP, BEC, Linear Park, Downtown? ☐ Signage/Banners: Mesh Banner ☐ BSP Scoreboard semi-permanent signage 2023 • BROWNSVILLE • 2024 ☐ PARD Guide Space (17K distribution)

☐ Digital Event branding and Social Media Recognition

### AT YOUR SERVICE

We are passionate, committed, and dedicated to making this event a success! For Brownsville this is a time to showcase our athletes and our city. We put the customers perspective, needs, and wants first. We strive for excellence and keep pushing the bar to the next level. We look forward to working with you to help you achieve your goals of marketing your business with us!















"Every champion was a contender who refused to give up"

