



June 12, 13 & 14
Lake Forest High School
Loyola Academy

Hosted by: Great Lakes Adaptive Sports Association (GLASA)
Sanctioned by: Wheelchair and Ambulatory Sports, USA
Wheelchair Track and Field, USA
International Paralympic Committee Approved*

OBJECTIVE

Adult National Open (ANO) and Great Lakes Regional Games (GLRG) are multi-sport competitions for athletes who have a physical disability or visual impairment. These games will provide three days of competition, educational clinics and socials. GLASA is honored to host the **Adult National Open** for a third year. The adult games will run in conjunction to the regional games and will spotlight many of our injured military. The **GLRG** is a qualifier for the National Junior Disability Championship (for some a first step to the U.S. Paralympics). The **Adult National Open and GLRG** are unique in that they serve the beginner, first time sport enthusiast to the Paralympic hopeful athlete; following the GLASA motto of "Let No One Sit on the Sidelines".

Adult National Open and the **Great Lakes Regional Games** are supported by the United States Paralympics, the Wheelchair and Ambulatory Sports, USA. This event is one of the largest competitions in the country for the physically disabled and visually impaired. Sports for both competitions include swimming, track, field, boccia, archery, power lifting, and air rifles**.

*New for 2015, the games are International Paralympic Committee (IPC) approved. National and international records can be broken, attracting competitors world-wide looking to earn a spot for the 2016 Rio Paralympic Games.

**Also new for 2015, Air Rifles competition will be offered which will attract injured military competitors.

MARKETING PLAN

Adult National Open and the **Great Lakes Regional Games** will be marketed for awareness, competition and attendance. Our target audience includes the adaptive sports communities nationwide with our regional games covering the states of Wisconsin, Indiana, Illinois, Michigan and Missouri including the GLASA participants, their families, and members of the Chicagoland communities at large. We will utilize several different avenues to advertise including adaptive sports agencies nationally and regionally, local and national periodical resources, local radio coverage, GLASA's social media, such as facebook, and e-blasts including promotion of these games by our sanctioned organizations.

PRESENTING SPONSOR \$10,000

Benefits

- Recognition as Presenting Sponsor in all public relations media
- Access to photos and videos of games athletes (upon approval)
- Prominent logo placement and name on all marketing collateral
- Prominent logo placement, paragraph and hyperlink on GLASA website for 1 year
- Prominent logo recognition as *Presenting Sponsor* in GLASA program brochure for one year
- Prominent logo recognition as a *GLASA Partner* in GLASA program brochure for one year
- Prominent logo and name identification as Presenting Sponsor on all ANO and GLRG apparel
- Individual Sponsor Banner will be displayed (sponsor provided)
- Prominent logo & name placement as Presenting Sponsor on event banner
- On-site presence; Exhibit/Booth space
- On-site Sponsorship recognition along with welcome from Wheelchair and Ambulatory Sports, USA representative and Great Lakes Adaptive Sports Association Executive Director
- Company material included in registration packets (sponsor provided)
- Recognition in event PA announcements

GOLD SPONSOR \$5,000 +

Benefits

- Recognition as Gold Sponsor in select public relations media
- Access to photos and videos of games athletes (upon approval)
- Name and logo recognition on selected marketing collateral
- Logo recognition as Gold Sponsor in GLASA program brochure for one year
- Logo placement and hyperlink on GLASA website for 6 months
- Logo identification as Gold Sponsor on ANO and GLRG apparel
- Individual Sponsor banner will be displayed (sponsor provided)
- Logo and recognition as Gold Sponsor on event banner
- Company material included in registration packets (sponsor provided)
- On-site presence; Exhibit/Booth space
- Recognition in event PA announcements

SILVER SPONSOR \$2,500 +

Benefits

- Logo recognition as Silver Sponsor in GLASA program brochure for one year
- Logo placement on GLASA website for 6 months
- Logo identification as Silver Sponsor on ANO and GLRG apparel
- Logo and recognition as Silver Sponsor on event banner
- Company material included in registration packets (sponsor provided)
- Recognition in event PA announcements

BRONZE SPONSOR \$1,000 +

Benefits

- Logo recognition as Bronze Sponsor in GLASA program brochure for one year
- Name listed on GLASA website for 6 months
- Name listed as Bronze Sponsor on ANO and GLRG apparel (to be sized by sponsor level)
- Name listed as Bronze Sponsor on event banner
- Company material included in registration packets (sponsor provided)
- Recognition in event PA announcements

HONORARY SPONSOR \$500 +

Benefits

- Name listed as Honorary Sponsor in GLASA Fall program brochure (4 months)
- Name listed on GLASA website for 6 months
- Name listed as Honorary Sponsor on ANO and GLRG apparel (to be sized by sponsor level)
- Name listed as Honorary Sponsor on event banner
- Company material included in registration packets (sponsor provided)

FRIEND SPONSOR below \$500

Benefits

- Name listed as Friend Sponsor in GLASA Fall program brochure (4 months)
- Name listed as Friend Sponsor on event banner
- Company material included in registration packets (sponsor provided)

ON-SITE VENDOR \$500

Benefits

- Exhibit/Booth space provided (vendor may opt to attend 1, 2 or 3 days)
- On-site banner / signage display (sponsor provided)
- Company material included in registration packets (sponsor provided)

For more Information contact:

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“LET NO ONE SIT ON THE SIDELINES”