



CAPITOL CITY

GAMES

JUNE
22-29
2024



"No Challenge Is To Big...No Champion Is To Small"

Activities Will Be Held At Multiple Locations. Folsom High School Is The Epicenter Of The Capitol City Games

What Are The Capitol City Games (CCG):

The CCG is a duplicate of the Olympic Games that is geared towards family fitness within the households of Sacramento. CCG believes that everyone can be involved in making fitness and healthcare a priority, while having fun with the competitive spirit that is of champions. The CCG is open to boys, girls, men and women ages 8-65 with events in track and field; boxing; swimming; soccer; basketball; ping pong; softball; baseball; tennis; archery; jump rope; Spelling and mixed martial arts. The events will begin on June 22 at different locations and conclude on June 29 at Folsom High School where the CCG Festival will take place outdoors at the stadium. The Folsom High School Stadium is "Ground Zero" for the CCG with track and field events, tennis, basketball and soccer held there from morning until evening.

The Mission Of The CCG:

Our mission is to create and promote healthy family activities within every household. Families that have a common goal to maintain a healthy lifestyle are often more unified and community productive. We feel by incorporating sports and healthy competition people will find commonality in a mission to succeed and in the process become health conscious, unified and community involved. The CCG is important to senior citizens looking to maintain some recreational purpose while sharing in the CCG with their children and grandchildren. Children are excited about the competition of CCG so they can learn how to excel in a major sports environment where team work and individual discipline are required in order to be successful. The adults and parents can work cohesively with their children, parents, spouses and siblings to participate in friendly competition while in their prime of physical capability; or in order to have a purpose to become more active and health conscious.



The CCG Structure:

CCG will begin with the tradition Olympic styled "Torch" Run through the streets of Sacramento into Folsom High School early Saturday morning of June 22, 2024. Celebrity guests, former Olympians and community leaders and the youth will carry the "Torch Light Of Life" into the Grand Opening Ceremonies at the Folsom High School Stadium. Once inside the Stadium our "Parade Of Athletes" will follow the Torch around the track in the respective uniforms as the band plays. There will be opening remarks by former Olympians, local athletes and special invited guests. A variety of youth programs, teams, and individual competitors will arrive to compete in activities in track and field; tennis; soccer; basketball; baseball; and softball at Folsom High School. Each time there is a final winner proclaimed a Gold Medal Ceremony will take place in the center of the stadium just like the Olympic presentation. Medals will be presented to first, second, third and fourth place finishers when applicable.



Who Can Participate?

The beauty of the CCG is that it is open to everyone and anyone from ages 8-65. The demographics are for children 8-18; adults 19-55; and seniors 55-65 to participate in sports as individuals or on a team basis. Each sport is designed to offer the competitor an opportunity to participate in a sport where they have an opportunity to be successful. For example, the men's 55-60 40-yard dash; and the Women's 55-60 40-yard dash. Or, the Men's 19-25-year-old 100-yard dash; and the Women's 35-40-year-old 100-yard dash. The activities allow everyone equal playing field in the game of their choice in a variety of disciplines.





The CCG Outdoor Festival

During the Games on June 29, 2024 the parking lot of Folsom High School will resemble a Super Bowl of fun. There will be exhibit booths with food, tents with games, stages for entertainment and a plethora of interactive exhibitors that are marketing, promoting, advertising and utilizing this mega event to gain new clients, customers and agents while building their brand. The CCG Festival will be an exciting arena to be part of as thousands of people ascend onto the stadium to enjoy the Games, support their teams and visit a festival filled with fun and opportunity.



What Are Some Of The Opportunities?

Companies, corporations and business owners clearly recognize CCG as a brand building community outreach opportunity. Thousands of people will be on-site and thousands more will see your logo, hear your name and become familiar with your brand through our radio, television and social media marketing and advertising. Take a look at some of the opportunities:

- **Radio.** You will have name mentions on each radio station that we advertise and promote.
- **Television.** Your name and logo will be part of every station where the CCG has commercials running on television.
- **Social media.** All of the E-blasts, invitations and blog related to the CCG will include your name and logo.
- **Print.** The CCG will have advertisements in local and regional newspapers that will include your logo and brand and name.
- **An Exhibit booth at the CCG Festival** is a major opportunity to increase your name recognition and offer goods, services and products directly to the customers. The CCG is the biggest "influencer" event open to the general public where normal, regular people are the stars and participants. Furthermore, you can also have an Exhibit booth at other sites where there will be boxing; mixed martial arts; and Spelling.
- **Signage.** You can have your sign hanged in the stadium; on the baseball diamonds; inside the basketball courts; in the boxing gyms; and at every venue where we are hosting CCG activities.
- **Memorabilia.** All of our t-shirts, hats and certificates will bear your name and logo (at a significant sponsor level). This is incredible lifelong branding. Your name will be listed on the official shirt of the Capitol City Games as a sponsor and appreciated years to come for your support of community, family and unity.

Organizer:

Rick Warren Media is a community engagement company with a not-for-profit fiscal agent. The organization has developed many programs to have a positive impact on the community and to foster good citizenry for 30 years. The organization is the founder of the "Stopping Kids Involved With Drugs (SKID) Program; the Narcotics Only Prevent Excellence (NOPE) Program; the Black Sports Hall Of Fame (Stockton, Oakland, Sacramento, Las Vegas); the "Shooting Stars Celebrity Basketball Game;" the Bay Area Unity Festival; the Latin Music Awards; the Oak Park Street Fest and the Sacramento Black History Month Expo. The organization also produces a periodic newspaper entitled Today's Times Newspaper to coincide with many of the events developed to bring new opportunities into the community.

Summary:

The Capitol City Games fits the needs of the community in many ways. The CCG involves communities stretching from Elk Grove to Cameron Park and all points between. The Sacramento County, El Dorado County, San Joaquin County and Placer County will all be impacted by the Games as we create opportunities for business, family and recreation. This is a unique opportunity that has been presented to you. One that involves family, and builds upon the importance of unity within the household while promoting good health and exercise. Every demographic will be impacted and accentuated within the framework of the Games from children to seniors with adults, men and women of all races, creeds, colors and nationalities. In this all equaling of the preverbal "playing field" all income levels will participate and provide opportunities to be part of the biggest influencer in regional sports history where mothers and fathers can join sons and daughters on the field of play.