



CAPITOL CITY GAMES

JUNE
22-29
2024



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

Sponsor's Packet

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





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.





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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 29, 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.



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The CCG Outdoor Family Festival

During the Games on June 29, 2019 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.





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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.



CAPITOL CITY GAMES

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.



TORCH OF UNITY

"Run For Hope"

JUNE 17-22, 2019

The Torch Run Will Travel
From Sacramento To Folsom
High Stadium For Grand
Opening Ceremonies

 **CAPITOL CITY
GAMES**

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

THE SPONSORSHIP PARTNERSHIP OPPORTUNITIES

The Torch Of Unity “Run For Hope”

This is the beginning of five days of health, fitness, families and fun. Our Torch Of Unity “Run For Hope” is a trek through Sacramento; from Cameron Park; El Dorado Hills and finally into the Folsom be held. You can sponsor a portion of the Torch Run. The Run is in five stages.

Stage 1: Sacramento Kick-off

Stage 2: Rancho Cordova Section

Stage 3: El Dorado Hills Section

Stage 4: Cameron Park Section

Stage 5: Folsom grand finale and entrance into the stadium

Stages 2,3, and four are a \$5000 Sponsorship.

The Sacramento Kick-Off Stage 1 is a \$15,000.00

Sponsorship and the Grand Finale Folsom stage is \$15,000.00

Here is what the sponsorships include:

- Major media coverage for your company to a partner in promoting health, fitness and family.
- Your company name on the Official t-shirts with the map of the Torch Of Unity Run For Hope.
- A member of your organization can carry the Torch during one of the stages.
- You will have an advertisement in the Run For Hope Media Guide.
- Your banner will be hanged at the completion line of the stage you select.
- You will receive 10 VIP tickets to the Games at Folsom High School to attend all the events at each venue.
- Your company will have namesake in all the media, the community promotions and print ads associated with the Torch Run.

THE CAPITOL CITY GAMES

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

June 22-29, 2024

Brand Sponsor A: \$8,500.00

At this level the Capitol City Games is promoted and presented with your company name. Here is what the You will receive:

- Your logo and brand will receive maximum exposure throughout the entire pre-promotion activities and onsite at each venue where we are hosting events programs and activities.
- You will host an exhibit booth at our **Family Festival** given on June 22 at the main stadium at Folsom High School.
- All participants will receive our Game Day Package with information supplied by our sponsors, partners and supporters.
- You will be included in all radio and television commercials to promote the Capitol City Games on network television; cable television; and social media sites.
- Your logo will be placed on all flyers, poster, entry forms and on the runners numbers.
- The You will have banners (as many as 8 if available) at each location;
- You will have one full page ad in the Capitol City Games event guide;
- You will be introduced at the Grand Opening as a premiere partner
- Our high school marching band will carry your banner into the track and field stadium during the Grand Opening and Grand Closing Parade of Athletes.
- You will have 12 live commercial announcements during the track and field events;
- The You will help present awards to medal winners on the podium;
- A bus will transport young people to the GAMES sponsored by your company.
- A VIP tent will be named after your company on the track and field stadium
- One of the Capitol City Games track and field events will be named after your company.
- You can have a representative in the Torch Of Unity Run For Hope.
- Your name and logo will be on the Games t-shirts.

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

June 22-29, 2024

Brand Sponsor B: \$7,500.00

At this level the Capitol City Games is promoted and presented with your company name. Here is what the You will receive:

- Your logo and brand will receive maximum exposure throughout the entire pre-promotion activities and onsite at each venue where we are hosting events programs and activities.
- You will host an exhibit booth at our **Family Festival** given on June 22 at the main stadium at Folsom High School.
- All participants will receive our Game Day Package with information supplied by our sponsors, partners and supporters.
- You will be included in all radio and television commercials to promote the Capitol City Games on network television; cable television; and social media sites.
- Your logo will be placed on all flyers, poster, entry forms and on the runners' numbers.
- You will have banners (as many as 8 if available) at each location;
- You will have one full page ad in the Capitol City Games event guide;
- You will be introduced at the Grand Opening as a premiere partner
- Our high school marching band will carry your banner into the track and field stadium during the Grand Opening and Grand Closing Parade of Athletes.
- You will have eight live commercial announcements during the track and field events;
- You will help present awards to medal winners on the podium;
- A VIP tent will be named after your company on the track and field stadium
- One of the Capitol City Games track and field events will be named after your company.
- Your logo will be placed on the Games t-shirts.

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Brand Sponsor C: \$4,500.00

At this level the Capitol City Games is promoted and presented with your company name. Here is what the You will receive:

- Your logo and brand will receive maximum exposure throughout the entire pre-promotion activities and onsite at each venue where we are hosting events programs and activities.
- You will host an exhibit booth at our **Family Festival** given on June 22 at the main stadium at Folsom High School.
- All participants will receive our Game Day Package with information supplied by our sponsors, partners and supporters.
- You will be included in all radio and television commercials to promote the Capitol City Games on network television; cable television; and social media sites.
- Your logo will be placed on all flyers, poster, entry forms and on the athletes numbers.
- You will have banners (as many as 8 if available) at each location;
- You will have one full page ad in the Capitol City Games event guide;
- You will be introduced at the Grand Opening as a premiere partner
- Our high school marching band will carry your banner into the track and field stadium during the Grand Opening and Grand Closing Parade of Athletes.
- You will have six live commercial announcements during the track and field events;
- You will help present awards to medal winners on the podium;
- One of the Capitol City Games track and field events will be named after your company.



CAPITOL CITY GAMES

'Sacramento
2024'

JUNE 22-29-2024



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

Events Open To Ages 10-Seniors Events Will Be Held At Multiple Locations.
Folsom High School Stadium Is The Capitol City Games Epicenter

**Competitors, And Exhibitors Call
279-399-0842 Today...Don't Miss It!**



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