



January 2011

Greetings:

The Mississippi Gulf Coast Senior Games will soon embark on its 5th year of Olympic style competition. The dates of the games have been set for April 13-16, 2011. We are looking to you to help us with the overall success of this highly visible event. We need support from corporate sponsors who will share in the excitement and camaraderie that is felt during those four days of competition.

The senior population is the fastest growing consumer group in the country and perhaps the most affluent. These mature adults control more than 75 percent of the nation's wealth making them a dominant force in the marketplace for high end retail; health and insurance products; financial, estate and retirement services; tourism; fitness and wellness; and more. Someone will turn 50 every 7 seconds for the next 6 years. Seniors need information on products and services that will improve their quality of life.

It is our hope that you will join us in providing major support for the 2011 Mississippi Gulf Coast Senior Games. Remember, sponsoring the Senior Games isn't just about funding an event or placing your product. The seniors' community receives a major benefit from your investment in the games. Your support will contribute to the vision of healthy, active, and vital senior adults.

Gold Medal Sponsorship	\$5,000
Silver Medal Sponsorship	\$2,500
Bronze Medal Sponsorship	\$1,500
Event Sponsorship	\$ 500
Fan Club Sponsorship	\$ 300

Registration forms will be sent to several thousand households and attendance is expected to be in excess of 500. The event's publicity will include television, newspaper and website coverage.

Please take this opportunity to support the Mississippi Gulf Coast Senior Games and know that your sponsorship will ensure the success of this year's event. **All sponsorships must be confirmed by March 31, 2011.** A member of the Senior Games committee will be in contact with you soon.

Sincerely Yours,

A handwritten signature in black ink that reads "Brittany R. Chowske".

Brittany R. Chowske, Co-Chair
MS Gulf Coast Senior Games

A handwritten signature in black ink that reads "Wanda Shaw".

Wanda Shaw, Co-Chair
MS Gulf Coast Senior Games