



MANAGER'S MEMO ITEM

ITEM: Prairie State Games Community Sponsorship
WORKSHOP DATE: December 14, 2004
PREPARED BY: Mary Scalzetti
BID AMOUNT: \$ 20,000 **ACCOUNT:** _____
BUDGET AMOUNT: \$ 0

PURPOSE: A discussion to evaluate the feasibility of a \$20,000 *Community Sponsorship* of the Prairie State Games to be held June 24 – 27th, 2005.

BACKGROUND:

The Prairie State Games, in their 22nd year, are a statewide amateur athletic sports festival, held annually in Illinois. They are an Olympic style competition. The mission of the Prairie State Games is to provide Illinois citizens with a place for positive personal development through sport competition.

This year the games are being hosted by Bensenville, IL. The host community is working with the DuPage Convention and Visitors Bureau to ensure that DuPage County and its municipalities are the primary economic beneficiaries of the event.

Several venues within Downers Grove will be the site of competition; both Downers Grove North and South High Schools and the Downers Grove Recreational Center. These sites will be used for badminton, volleyball, tennis, and basketball competition. The Prairie State Games is seeking a community Sponsorship of \$20,000 to help cover the cost of the games.

DISCUSSION OF ALTERNATIVES :

Active involvement in the Games would provided a positive public relations benefit for Downers Grove. The organizers are utilizing several sites in Downers Grove for competition, and it is expected that our hotels will be occupied by competitors and their families, as they would most likely prefer to remain close to their competition site. Staff could also work with restaurants within the area and offer specials to competitors and their families, keeping more spending within Downers Grove.

Heritage Festival will be held during the same weekend as the Prairie State Games. Prior to and during competition, it is doubtful that many of the participants would attend the Festival. However, after the competition has ended, many families may want to take in the festival as a closing celebration. Staff would ensure that promotional materials make participants aware of the Heritage Festival attractions.

Representatives of the Prairie State Games will be in attendance during the Workshop meeting to discuss the event and answer questions.

BUDGET IMPLICATIONS:

BID AMOUNT: \$20,000	ACCOUNT: _____
BUDGET AMOUNT: \$ 0	

The Village was not aware of this request at the time the budget was adopted, and as such, no funds have been allocated. Assuming that Council desires that the Village participate as a sponsor, staff will attempt to solicit corporate sponsorship support for the Prairie State Games, possibly in conjunction with sponsorship of Heritage Festival. Whatever is not collected in the form of sponsorship would have to be provided for by General Fund revenues.

ATTACHMENTS:

Sponsorship levels and benefits of Prairie State Games

STAFF RECOMMENDATION:

Staff recommends that the Mayor and Council consider participation in the Prairie State Games as a Community Sponsor, given the potential economic and public relations benefits for Downers Grove.

REQUESTED COURSE OF ACTION:

If the Council endorses the Village's participation as a Community Sponsor, place as a Motion on the December 21, 2004 Consent Agenda.

Prairie State Games

WHO...

The Prairie State Games are open to all Illinois residents. In 2004, more than 6,700 amateur athletes competed in the Games, and an additional 13,000 participants took part as coaches, officials, volunteers and spectators.

WHAT...

The Prairie State Games, Illinois' largest amateur sports festival, offer athletes 28 Olympic-style sports in which to compete.

WHEN...

The 22nd Annual Prairie State Games will take place June 23-26, 2005, throughout DuPage County. The Village of Bensenville will serve as the Host Community of the Games and Redmond Recreational Complex will serve as the site of the Opening Ceremonies.

WHERE...

From 1984 to 1993, the University of Illinois at Champaign-Urbana played host to the Prairie State Games. The Games spent one season in Peoria before coming to Southwestern Illinois in 1995. The Games will remain a fixture in DuPage County through the year 2007.

WHY...

The purpose of the Prairie State Games is to provide Illinois amateur athletes with a wholesome avenue for personal development through organized sports competition and physical activity, and to further promote amateur athletics at the grassroots level.

HOW...

The Prairie State Games are made possible through private donations, corporate sponsorships and several fund raisers held throughout the year.

Illinois Health & Sports Foundation

THE FOUNDATION

The Prairie State Games are a program of the Illinois Health & Sports Foundation, a 501(c)(3) non-profit entity. Other programs of the Illinois Health & Sports Foundation include the Southwestern Illinois Senior Olympics, Lighten Up Illinois and the Midwest Salute to the Masters.

STATE GAMES MEMBER

Prairie State Games is a member organization of the National Congress of State Games. Illinois is one of 44 states that conduct annual statewide sports festivals. The State Games movement began in 1978 in New York with the establishment of the Empire State Games. The NCSG hosts the State Games of America, a semi-annual competition that brings together the medal winners of all the State Games programs nationwide to compete in the Olympic tradition.

SENIOR OLYMPICS

In 2001, the Illinois Health & Sports Foundation acquired the operating rights for the Southwestern Illinois Senior Olympic Games. In 2002, more than 750 athletes, ranging in age from 50-94, took part in one or more of 40 competitive events. The goal of the Foundation is to significantly increase participation in the future by offering more opportunities for local and out-of-town Senior Olympians.

MIDWEST SALUTE TO THE MASTERS

In 2003, the Midwest Salute to the Masters Fine Arts Festival became a program of the Illinois Health & Sports Foundation. The Salute to the Masters, which began in 1987, brings together more than 100 artists from throughout the country to exhibit and sell their original creations, while competing for prizes. The event is held over a three-day period in Fairview Heights, Illinois.

LIGHTEN UP ILLINOIS

In 2004 the foundation introduced a health and wellness program called Lighten Up Illinois. The purpose of the program is to help address the climbing obesity rates in Illinois. Through team work and education, Lighten Up Illinois will attempt to help the citizens of our state lead healthier lives by encouraging more physical activity and making more sound nutritional choices in their everyday lives.

Destination DuPage

Village of Bensenville, Host Community

2005 marks a new day and new opportunities for Illinois' largest amateur athletic festival as the Prairie State Games move to "The Magnificent Miles West of Chicago". Located directly west of Chicago, DuPage County is an area of approximately 334 square miles that has a plethora of sports complexes needed to stage an event of such magnitude.

Premier sports events that have been held in DuPage in the past include: NCAA Track & Field Championships, the Junior World Figure Skating Competition, Illinois High School Hockey State Championships, the Cialis Western Open, the Bloomington Gold Corvette Show and the 1999 PGA Championship. In 2005, the Walker Cup will be held in DuPage along with Tier I National Hockey Championships and the ACAHA Division I College National Hockey Tournament, in 2006, and the PGA Championship returns and, in 2011, the Ryder Cup will take place in DuPage.

The 34 communities located within the borders of DuPage County are home to almost one million folks. One of those communities, the Village of Bensenville, has stepped forward to serve as the presenting community for the Prairie State Games. Centrally located within the state, all roads lead to Bensenville and DuPage County. Bensenville has a population of over 20,000 residents and offers world class, state-of-the-art sports and recreational facilities. Redmond Recreational Complex is the training facility for the Chicago Blackhawks, Chicago Wolves and world pairs figure skating champions Tatiana and Maxim of Russia. Redmond Recreational Complex is an 82-acre sports complex that will provide the athletes and their families with an Olympic Village atmosphere. This complex will be a spectacular backdrop for the Opening Ceremonies and approximately 60% of all Prairie State Games competitions.

Prairie State Games athletes and attendees are sure to be "wowed" by the sports facilities and hospitality amenities offered in Bensenville and all of DuPage County. With more than 100 hotels and 15,000 guest rooms, finding a place to stay throughout the weekend will be a "slam dunk". Cantigny Mansion, Naper Settlement, Brookfield Zoo, Lynfred Winery, Morton Arboretum, the Elmhurst Art Museum and DuPage's Children's Museum offer endless tourism opportunities. Shopping abounds at Oakbrook Center, Yorktown Shopping Center and the newly opened Chicago's Premium Outlets. Live theater choices include Drury Lane, Pheasant Run and the Paramount Arts Theater. And, of course, dining is unparalleled – with DuPage offering everything from Portillo's hot dogs to Morton's steaks!

Chicago has long been recognized as one of the world's finest sports cities. Bringing the Prairie State Games to Chicagoland is a win-win – for the games themselves AND for those who stand ready to welcome the games' participants and attendees with open arms.

PRAIRIE STATE GAMES SPECIAL EVENTS

Although the Prairie State Games take place over a three-day period, the Illinois Health & Sports Foundation hosts several special events throughout the year. These events, which help raise awareness about and/or funding for the Games, include:

GALA OPENING CEREMONIES

Gala Opening Ceremonies provide a spectacular backdrop for the Prairie State Games. The Ceremonies take place on the Thursday evening prior to the start of competition and are open to the public. This year's ceremony will take place at the scenic Redmond Recreational Complex in Bensenville. Festivities include interactive games, music, a parade of athletes, special appearances by local dignitaries and nationally recognized athletes, opportunities for those in attendance to win fabulous prizes, the lighting of the PSG cauldron, recognition of the Athletes of the Year and a huge fireworks display. Olympian Jackie Joyner-Kersey and Illinois Men's Basketball Coach Bruce Weber were on hand at the 21st celebration. Weber, along with McKendree College's Harry Statham lit the PSG cauldron, while JJK passed the ceremonial torch to DuPage County officials. Previous keynote speakers include the following: Dwight Stone & Bonnie Blair in 1987, Doug Collins in 1989, Hersey Hawkins in 1990, Major Dave Peeler, USMC in 1991, Chris Collins & Marnie Triefenbach in 1992, Craig Virgin in 1993, Al Joyner in 1994, Cameron Wright & Craig Virgin in 1996, Jackie Joyner-Kersey in 1997, Justin Huish in 1998, Ryan Tucker in 2000 and Jackie Joyner-Kersey in 2001, Don Davis in 2002, and Jackie Joyner-Kersey in 2003.

VIP RECEPTION

Corporate sponsors and loyal supporters of the Games gather for a cocktail reception just prior to Opening Ceremonies. This event provides sponsors with an opportunity to be formally recognized for their support of the Games. The 2005 VIP reception will take place at The Edge Ice Arena in the Bensenville. The World Championship of ice carving will showcase this year's reception with Olympic hopefuls gracefully appearing on the ice as they weave through the ice carvings.

CORPORATE GOLD GOLF TOURNAMENT

As a way to thank the many supporters and corporate sponsors of the Prairie State Games, the Annual PSG Corporate Gold Golf Tournament is held every September at one of Illinois' finest golf courses. Golfers enjoy 18 holes of golf with a cart, lunch, dinner, gifts and the opportunity to win prizes throughout the day. The 2005 tournament will be held at Oak Brook Golf Club in the Village of Oak Brook.

TRIVIA NIGHT

The PSG Trivia Night Challenge brings together more than 300 of the region's most serious trivia buffs. Teams of eight players compete against others in attendance for bragging rights and a potpourri of fabulous prizes. The evening includes a silent auction, a raffle, and attendance prizes. The 2004 Trivia Night Challenge will be held this coming Fall.

Prairie State Games Actual Economic Impact Data - Appendix D

Year	Athletes	Participants (Coaches, Medical, Officials, Volunteers)	Spectators	Total Participants & Spectators	Media Impressions		Promotional Items (Credentials, Entry Books, Posters, T-shirts, Souvenir Programs, Web Site)	Counties Represented (Total of 102)	Hotel Room Nights	Investment	Fairview Heights Economic Impact	Regional Economic Impact	Total Economic Impact
					Electronic	Print							
1995	4,671	1,573	7,006	13,250	NA	3,218,376	120,746	NA		\$40,000	\$517,092	\$791,493	\$1,308,585
1996	5,918	1,582	8,877	16,377	6,000,000	5,086,150	135,000	83	6,666	\$45,000	\$1,164,402	\$1,746,603	\$2,911,005
1997	6,889	2,120	10,334	19,343	30,673,520	7,543,333	168,800	85	7,856	\$50,000	\$1,374,768	\$2,062,152	\$3,436,920
1998	7,126	2,959	10,689	20,774	49,818,169	14,275,750	173,059	83	8,440	\$50,000	\$1,477,026	\$2,215,539	\$3,692,565
1999	6,968	2,767	10,452	20,187	16,625,996	15,895,795	175,992	89	8,202	\$50,000	\$1,435,326	\$2,153,004	\$3,588,330
2000	6,866	2,643	10,299	19,808	19,625,996	21,631,540	181,298	89	8,046	\$50,000	\$1,485,588	\$2,228,382	\$3,713,970
2001	6,612	2,807	9,918	19,337	1,500,000	24,889,030	199,091	94	7,856	\$50,000	\$1,450,275	\$2,175,413	\$3,625,688
2002	6,212	2,612	9,324	18,148	1,500,000	23,768,033	229,098	92	7,374	\$60,000	\$1,403,888	\$2,105,833	\$3,509,721
2003	7,019	1,812	10,528	19,359	3,500,000	23,790,797	240,830	94	8,270	\$65,000	\$1,669,820	\$2,504,731	\$4,174,551
Totals	58,281	20,875	87,427	166,583	129,243,681	140,098,804	1,623,914		62,730	\$460,000	\$11,461,093	\$17,191,657	\$28,652,750

PRAIRIE STATE GAMES

Why Become a Sponsor of the Prairie State Games?

-
- X DONATION BY SPONSORSHIP TO THE PREMIER AMATEUR SPORTING
EVENT IN ILLINOIS*

 - X SUPPORT THE IMPROVEMENT OF THE QUALITY OF LIFE AND LONG-
TERM GROWTH OF AMATEUR ATHLETES*

 - X OPPORTUNITY TO SAMPLE CORPORATE PRODUCTS AND SERVICES*

 - X PRESTIGE OF IDENTIFICATION WITH A MEMBER ORGANIZATION OF
THE NATIONAL CONGRESS OF STATE GAMES AND THE UNITED STATES
OLYMPIC COMMITTEE*

 - X WIDE VARIETY OF RESULTS-ORIENTED SPONSORSHIP PROMOTIONAL
OPPORTUNITIES*

 - X PARTNERSHIP WITH A HIGH PROFILE EVENT THAT INCLUDES:*
 - MASS MARKET APPEAL*
 - IS NON-CONTROVERSIAL*
 - FAMILY-ORIENTED EVENT*

 - X ENHANCE CORPORATE IMAGE THROUGH "GOOD WILL" PARTNERSHIP
TO ENSURE THE DEVELOPMENT OF AMATEUR ATHLETICS*

PRAIRIE STATE GAMES - 2005
"COMMUNITY SPONSOR"
\$20,000

PSG T-SHIRTS:

Corporate logo printed on 1,500 Volunteer T-Shirts distributed to all volunteers statewide

PSG WEB PAGE:

Corporate logo displayed and company linkage on PSG Sponsorship Page

PSG SPORT SPONSOR:

*Opportunity to choose on a first come basis the sponsorship of a 2nd tier PSG Finals Sport
Corporate logo displayed in PSG Registration Handbook as the Sponsor of that sport*

PSG NEWSLETTER:

Sponsor logo included in PSG E-mail Newsletters (published bi-annually)

PSG PROMOTIONAL POSTERS:

Corporate logo of sponsor on promotional posters distributed throughout the state

PSG ATHLETE REGISTRATION HANDBOOKS:

Corporate logo on back cover of registration handbook (80,000 impressions statewide)

PSG SOUVENIR PROGRAM:

Full-page advertisement in Prairie State Games Souvenir Program (45,000 impressions - each athlete receives a free commemorative program)

CORPORATE SIGNAGE:

Corporate signage displayed at Opening Ceremonies and selected PSG sport venues

CORPORATE LOGO:

Corporate logo printed on all athlete credentials (24,000 impressions - each athlete receives and must wear the credential for competition - credential serves as a bag tag after the Games)

CORPORATE LOGO:

Corporate logo printed on all PSG stationery in 2005

OPENING CEREMONIES - ATHLETE'S PARTY:

*Six (6) invitations for special seating at Opening Ceremonies - June 23, 2005
Sponsor acknowledgment at Opening Ceremonies and Athlete's Party*

VIP RECEPTION:

*Sponsor honored at VIP Reception hosted by the Village of Bensenville, Illinois Health & Sports Foundation Board of Directors, and PSG Staff prior to Opening Ceremonies
Six (6) invitations to the VIP Reception - June 23, 2005*

PRAIRIE STATE GAMES - 2005

"COMMUNITY SPONSOR"

\$20,000

CORPORATE GOLD GOLF SCRAMBLE:

Four (4) invitations to compete in Corporate Gold Golf Scramble - Sept. 2005 (includes 18 holes of golf with cart, prizes, lunch, dinner and refreshments on course)

COMMEMORATIVE SPONSORSHIP PLAQUE:

Presented at VIP Reception - June 23, 2005

PRAIRIE STATE GAMES – 2005
“SUPPORTING SPONSOR”
\$5,000

PSG ATHLETE REGISTRATION HANDBOOKS:

Corporate logo on patron page of registration handbook (80,000 impressions statewide)

PSG SOUVENIR PROGRAM:

Full-page advertisement in Prairie State Games Souvenir Program (45,000 impressions – each athlete receives a free commemorative program)

PSG WEB PAGE:

Corporate linkage on the PSG Web Site

ATHLETE PREMIUMS:

Opportunity to distribute premium items, fliers, coupons, etc. in athlete/coach/volunteer bags at PSG check-in

OPENING CEREMONIES - ATHLETES PARTY:

*Two (2) invitations for special seating at Opening Ceremonies - June 23, 2005
Sponsor acknowledgment at Opening Ceremonies*

VIP RECEPTION:

*Sponsor honored at VIP Reception hosted by the Village of Bensenville, Illinois Health & Sports Foundation Board of Directors, and PSG staff prior to Opening Ceremonies and Athlete's Party
Two (2) invitations to the VIP Reception - June 23, 2005*

CORPORATE GOLD GOLF SCRAMBLE:

Two (2) invitations to compete in Corporate Gold Golf Scramble - Sept. 2005 (includes 18 holes of golf with cart, prizes, lunch, dinner and refreshments on course)

COMMEMORATIVE SPONSORSHIP PLAQUE:

Presented at VIP Reception - June 23, 2005

PRAIRIE STATE GAMES - 2005
“PARTICIPATING SPONSOR”
\$10,000

PSG NEWSLETTER:

Sponsor logo included in PSG E-mail Newsletters (published bi-annually)

PSG PROMOTIONAL POSTERS:

Corporate logo of sponsor on promotional posters distributed throughout the state

PSG ATHLETE REGISTRATION HANDBOOKS:

Corporate logo on back cover of registration handbook (80,000 impressions statewide)

PSG SPORT SPONSOR:

*Opportunity to choose on a first come basis the sponsorship of a 2nd tier PSG Finals Sport
Corporate logo displayed in PSG Registration Handbook as the Sponsor of that Sport*

PSG SOUVENIR PROGRAM:

Full-page advertisement in Prairie State Games Souvenir Program (45,000 impressions – each athlete receives a free commemorative program)

CORPORATE SIGNAGE:

Corporate signage displayed at Opening Ceremonies and selected PSG sport venues

OPENING CEREMONIES – ATHLETE’S PARTY:

*Six (6) invitations for special seating at Opening Ceremonies - June 23, 2005
Sponsor acknowledgment at Opening Ceremonies*

VIP RECEPTION:

*Sponsor honored at VIP Reception hosted by the Village of Bensenville, Illinois Health & Sports Foundation Board of Directors, and PSG Staff prior to Opening Ceremonies
Six (6) invitations to the VIP Reception - June 23, 2005*

CORPORATE GOLD GOLF SCRAMBLE:

Four (4) invitations to compete in Corporate Gold Golf Scramble - Sept. 2005 (includes 18 holes of golf with cart, prizes, lunch, dinner and refreshments on course)

COMMEMORATIVE SPONSORSHIP PLAQUE:

Presented at VIP Reception - June 23, 2005

PRAIRIE STATE GAMES - 2005
"BRONZE SPONSOR"
\$15,000

PSG T-SHIRTS:

Corporate logo printed on 1,500 Volunteer T-Shirts distributed to all volunteers statewide

PSG WEB PAGE:

Corporate logo displayed and company linkage on PSG Sponsorship Page

PSG SPORT SPONSOR:

*Opportunity to choose on a first come basis the sponsorship of a 2nd tier PSG Finals Sport
Corporate logo displayed in PSG Registration Handbook as the Sponsor of that sport*

PSG NEWSLETTER:

Sponsor logo included in PSG E-mail Newsletters (published bi-annually)

PSG PROMOTIONAL POSTERS:

Corporate logo of sponsor on promotional posters distributed throughout the state

PSG ATHLETE REGISTRATION HANDBOOKS:

Corporate logo on back cover of registration handbook (80,000 impressions statewide)

PSG SOUVENIR PROGRAM:

Full-page advertisement in Prairie State Games Souvenir Program (45,000 impressions - each athlete receives a free commemorative program)

CORPORATE SIGNAGE:

Corporate signage displayed at Opening Ceremonies and selected PSG sport venues

CORPORATE LOGO:

Corporate logo printed on all athlete credentials (24,000 impressions - each athlete receives and must wear the credential for competition - credential serves as a bag tag after the Games)

CORPORATE LOGO:

Corporate logo printed on all PSG stationery in 2005

OPENING CEREMONIES - ATHLETE'S PARTY:

*Six (6) invitations for special seating at Opening Ceremonies - June 23, 2005
Sponsor acknowledgment at Opening Ceremonies and Athlete's Party*

VIP RECEPTION:

*Sponsor honored at VIP Reception hosted by the Village of Bensenville, Illinois Health & Sports Foundation Board of Directors, and PSG Staff prior to Opening Ceremonies
Six (6) invitations to the VIP Reception - June 23, 2005*

PRAIRIE STATE GAMES - 2005
"BRONZE SPONSOR"
\$15,000

CORPORATE GOLD GOLF SCRAMBLE:

Four (4) invitations to compete in Corporate Gold Golf Scramble - Sept. 2005 (includes 18 holes of golf with cart, prizes, lunch, dinner and refreshments on course)

COMMEMORATIVE SPONSORSHIP PLAQUE:

Presented at VIP Reception - June 23, 2005

PRAIRIE STATE GAMES - 2005
"SILVER SPONSOR"
\$25,000

PSG SPORT SPONSOR:

*Opportunity to choose on a first come basis the sponsorship of a top tier PSG Finals Sport
Corporate logo displayed in PSG Registration Handbook as the Sponsor of that sport*

PSG LOGO RIGHTS:

Use of Prairie State Games logo, as approved, on normal packaging and statewide advertising

ATHLETE PREMIUMS:

*Opportunity to distribute premium items, fliers, information, coupons, etc. in athlete/ coach/volunteer
bags at PSG registration check-in*

PSG T-SHIRTS:

Corporate logo printed on 12,000 T-Shirts distributed statewide to all athletes and volunteers

PSG WEB PAGE:

Corporate logo displayed and company linkage on PSG Sponsorship Page

PSG NEWSLETTER:

Sponsor logo included in PSG E-mail Newsletters (published bi-annually)

PSG PROMOTIONAL POSTERS:

Corporate logo of sponsor on promotional posters distributed throughout the state

PSG ATHLETE REGISTRATION HANDBOOKS:

*Prominent placement of corporate logo on back cover of registration handbook (80,000 impressions
statewide)*

PSG SOUVENIR PROGRAM:

*Full-page advertisement in Prairie State Games Souvenir Program (45,000 impressions - each athlete
receives a free commemorative program)*

CORPORATE LOGO:

*Corporate logo printed on all athlete ID credentials (24,000 impressions - each athlete receives and
must wear the credential for competition - credential serves as a bag tag after the Games)*

CORPORATE LOGO:

Corporate logo printed on all PSG stationery in 2005

PRAIRIE STATE GAMES - 2005
"SILVER SPONSOR"
\$25,000

CORPORATE SIGNAGE:

Prominent placement of corporate signage at Opening Ceremonies and major PSG sport venues

OPENING CEREMONIES and ATHLETE'S PARTY:

Eight (8) invitations for special seating at Opening Ceremonies - June 23, 2005
Sponsor acknowledgment at Opening Ceremonies and Athlete's Party

VIP RECEPTION:

Sponsor honored at VIP Reception hosted by the Village of Bensenville, Illinois Health & Sports Foundation Board of Directors, and PSG Staff prior to Opening Ceremonies
Eight (8) invitations to the VIP Reception - June 23, 2005

CORPORATE GOLD GOLF SCRAMBLE:

Eight (8) invitations (2 foursomes) to compete in Corporate Gold Golf Scramble - Sept. 2005 (includes 18 holes of golf with cart, prizes, lunch, dinner and refreshments on course)

COMMEMORATIVE SPONSORSHIP PLAQUE:

Presented at VIP Reception - June 23, 2005

RIGHT OF FIRST REFUSAL:

For Corporate Sponsorship of the 2006 Prairie State Games