



# 2019 National Senior Games

June 14-25, 2019



## GET IN THE GAMES!

- 🗝 13,000 athletes from the United States and some International Countries
- 🗝 More than 1,800 New Mexico athletes qualified to represent the state delegation from 28 counties and 121 communities & pueblos
- 🗝 Athletes 50+ years old will compete in 20 sports at 17 public and private venues throughout our community (Albuquerque, Santa Fe, & some Pueblos)
- 🗝 \$36M Economic Impact in our community

## PARTICIPATE AS A . . .

- 🗝 **Donor/Sponsor:** There are various levels of opportunities for donors and sponsorships (official sponsorships, sport/venue sponsorships, in-kind donations, and vendor booths)
- 🗝 **Volunteer:** The 2019 National Senior Games are recruiting approximately 3,500 volunteers for a variety of positions; please contact (505) 210-1930 or e-mail [Volunteer@NSGA.com](mailto:Volunteer@NSGA.com) for more information
- 🗝 **Spectator:** All events are free for spectators and open to all ages; help cheer on the athletes as they compete for the Gold!

## FACTS . . .

- 🗝 Boomers control 70% of all disposable income (The Buntin Group)
- 🗝 80% of Boomers have retirement savings (Issued Retirement Institute)
- 🗝 50% of the U.S. population is over the age of 50 (U.S. Census Bureau, 2017)
- 🗝 Americans 50+ account for half of all consumer spending but are targeted by just 10% of marketing (AARP)



Hazel Tull-Leach  
2019 National Senior Games  
[htull-leach@cabq.gov](mailto:htull-leach@cabq.gov)  
505-225-5312 (cellular)  
505-768-3316 (office)  
[abqseniorgames.com](http://abqseniorgames.com)

