



**SPONSORSHIP
& ENGAGEMENT
OPPORTUNITIES**

EVENT OVERVIEW



The 2025 Nova Scotia 55+ Games, hosted in Bridgewater and Lunenburg County, celebrates active living and community among Nova Scotians aged 55 and older. With a variety of physical and mental competitions, this biennial event fosters health, friendship, and community spirit while showcasing the rich cultural and natural heritage of the region.

History of the Games:

The Nova Scotia 55+ Games were established to promote active living, mental engagement, and social interaction for Nova Scotians aged 55 and older.

Since the inaugural Games in Cornwallis Park in 2005, participation has grown steadily. Held biennially, the event is organized by the local host societies who bid to host the games. The Nova Scotia 55+ Games Society, whose mission aligns with the Canada 55+ Games Association, is to foster fun, fitness, and friendship.

Nova Scotia has a proud history of participation in the National Games, competing since 1996 with Team Nova Scotia officially debuting in 2004. The Games celebrate healthy lifestyles, community spirit, and the province's cultural heritage, leaving a lasting legacy of engagement and wellness.

Our community most recently hosted the 2017 NS 55+ Games with tremendous success, we look forward to welcoming them back, with your assistance in 2025.

2025 Event Dates:
September 21 - 24, 2025

Location:
Bridgewater & Communities
throughout Lunenburg County

Expected Participants:
700+ Participants
200 Volunteers & Spectators



ABOUT OUR GAMES



VISION

To showcase Lunenburg County and the South Shore while providing the participants and spectators of the 2025 Nova Scotia 55+ Games with a memorable and enjoyable experience.

OBJECTIVES

- Stimulate tourism, economic, and community growth.
- Develop & enrich 55+ community using games and events.
- Supporting education and awareness for seniors in our community.
- Deliver the events in accordance with all NS 55+ Games requirements.

The Games were last hosted in Lunenburg County in 2017, we're building on their legacy.

2025 Games Overview

Sunday, September 21 – Thursday, September 25

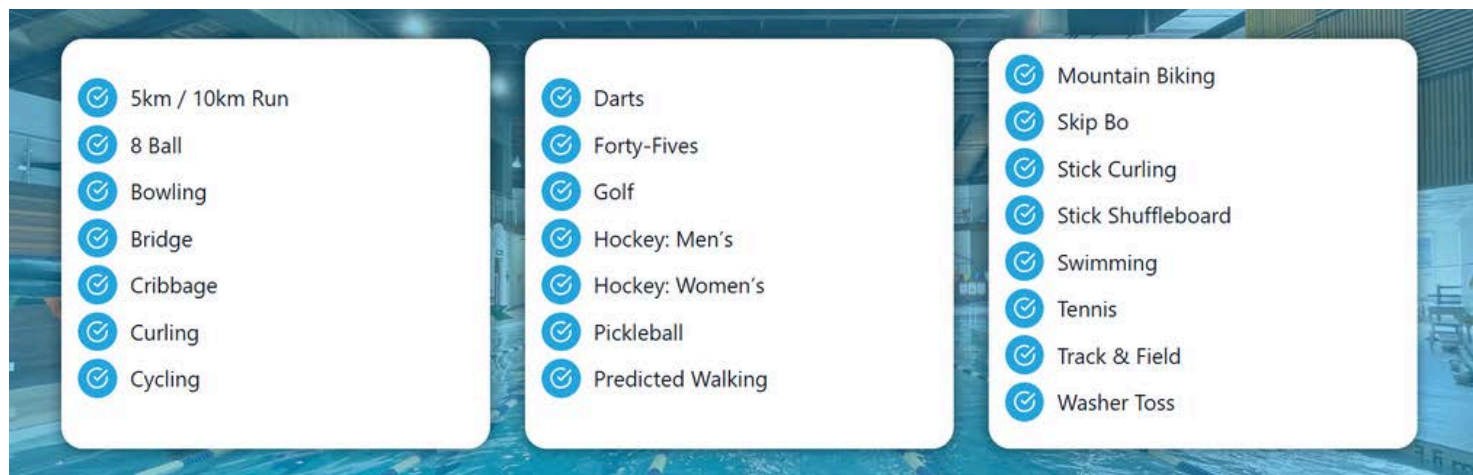
- 4 nights/5 days
- 700+ Participants
- 22 Events
- 20+ Venues
- Opening & Closing Ceremonies
- Nightly Social Programs



EVENTS & LOCATIONS



2025 EVENTS:



PLUS: *DEMONSTRATION EVENT: Kayaking*

TRY IT EVENTS: Chess, SUP, Tai Chi, and Axe Throwing!

2025 VENUES:

Bridgewater

- Bridgewater Bowling Alley
- Bridgewater Baptist Church
- Bridgewater Curling Club
- Bridgewater Legion
- Bridgewater Tennis Club
- Centennial & connecting MODL Trails
- Flourish 55+ Centre
- HB Studios
- LaHave River
- Lunenburg County Lifestyle Centre
- Michelin Social Club
- NSCC Lunenburg Campus
- Shipyards Landing Park
- South Shore Centre (Mall)
- Track and Field (Location TBC)

Municipality of the District of Lunenburg

- New Germany Legion
- Osprey Ridge Golf Course
- River Ridge Common

Lunenburg

- Lunenburg Community Gym
- Lunenburg Tennis Club

Mahone Bay

- Mahone Bay Centre
- Mahone Bay Tennis Club

Chester

- Sherwood Golf Course

Region of Queens

- Queens Place Emera Centre



WHY SPONSOR

Engage with and expose your brand to the largest segment of Nova Scotia's population.

Sponsoring and becoming involved in the 2025 Nova Scotia 55+ Games offers a unique opportunity to align your brand with a highly respected, community-driven event that celebrates active living, social engagement, inclusivity, and regional pride with 800 participants from across Nova Scotia - over 4-days in one place!

Community Engagement

Connect with a passionate audience by supporting an event that fosters health, fitness, and friendship. Your sponsorship demonstrates a commitment to improving the lives of Nova Scotians aged 55+ and their communities.

Targeted Audience Reach: 55+ years of age

40% of Nova Scotians are 55+ years and older, THIS is the target audience attending the Nova Scotia 55+ Games. Engage with and showcase your products/services to 800 active participants from this (growing) segment of the marketplace. PLUS reach over 200 volunteers, and spectators who are health-conscious, active, engaged - and aging. The 55+ demographic represents a growing and loyal consumer base with significant purchasing power.

Regional Promotion

Position your business as a key supporter of Bridgewater, Lunenburg County, and Nova Scotia at large. The event highlights the region's rich cultural and natural heritage, offering sponsors unparalleled visibility in the community and beyond.

Positive Brand Impact

Enhance your corporate social responsibility (CSR) profile by supporting an event that promotes healthy living, inclusivity, and community pride. Sponsors will be recognized as champions of social impact and well-being.

By sponsoring the 2025 Nova Scotia 55+ Games, your organization will be part of an inspiring event that delivers lasting benefits to participants and the community while offering your business meaningful exposure and engagement opportunities.



SPONSORSHIP PACKAGES



PRESENTING PARTNER SPONSORSHIP PACKAGE

The highest level of sponsorship, including top-tier benefits such as brand integration, prime logo placement on all materials, media exposure, speaking opportunities, access to activate your sponsorship at venues, staff engagement opportunities and exclusive industry rights. PLUS, option to host or enhance activation at one of four possible 55+ Games Festival Social Nights.

INCLUSIONS

- Your company/organization referenced with event name at all times, i.e. 2025 Nova Scotia 55+ Games - Presented by "YOUR COMPANY".
- Industry Exclusivity
- Opportunity to speak at opening and closing ceremonies
- Logo on all event Signage
- Logo/Company Name used in all print advertising.
- Logo/Company Name featured on all pages of website
- Logo/Company Name to appear in Social Media posts where appropriate
- Opportunity to provide item of participant/volunteer kits
- Company signage (provided by sponsor) can be placed at any or all venues, other activation opportunities are possible.
- 1/2 page ad within Official Games Program
- OPTION: First choice of 55+ Games Festival Social Nights activation/hosting (four to choose from, subject to availability)

AND MORE!



GOLD PARTNER SPONSORSHIP PACKAGE

Your brand will be tied directly to a particular aspect of the NS 55+ Games. Options include; volunteers, opening ceremonies, registration/check-in and closing ceremonies.

INCLUSIONS

- Presenting / Naming rights of desired preferred option i.e. {Company Name} Volunteer Crew / "Your Company" Registration Zone
- Logo on area specific signage
- Logo/Company Name used in most print advertising.
- Logo/Company Name featured on website (with link provided)
- Logo/Company Name to appear in Social Media posts when option/zone is mentioned
- Opportunity to provide item of participant/volunteer kits
- Company signage (provided by sponsor) can be placed on-site
- 1/4 page ad in Official Games Program
- OPTION: First choice of 55+ Games Festival Social Nights activation/hosting (four to choose from, subject to availability)

AND MORE!

SPONSORSHIP PACKAGES



EVENT PARTNER SPONSORSHIP PACKAGE

With more than 20 sports/activities taking place, put your brand front and centre at one of those that means the most to you. Benefits include, on-site signage, opportunity to present medals at the sport/activity, speaking opportunities and activation opportunities.

INCLUSIONS

- Named sponsor of chosen sport/activity
- Opportunity to present medals / speak at medal ceremonies
- Logo on sport/activity specific signage
- Logo/Company Name featured on website (with link provided)
- Logo/Company Name to appear in Social Media posts when sport/activity is mentioned
- Company signage (provided by sponsor) can be placed on-site
- 1/4 page ad in Official Games Program



VENUE PARTNER SPONSORSHIP PACKAGE

The numerous venues throughout Bridgewater, Lunenburg County and even Liverpool, put your name front and centre at one of these venues. Benefits include, on-site signage and activation opportunities.

INCLUSIONS

- Named sponsor of a specific venue.
- Logo on venue specific signage
- Logo/Company Name featured on website (with link provided)
- Logo/Company Name to appear in Social Media posts when sport/activity is mentioned
- Company signage (provided by sponsor) can be placed on-site
- Acknowledged within Official Games Program (and option to purchase ad)

SPONSORSHIP PACKAGES



NOURISHMENT SPONSORSHIP PACKAGE

Put your name in front of all our participants as they fuel up during their event.

INCLUSIONS

- Company Name/Logo on signage placed at nourishment stations
- Company Name featured on website
- Company Name to appear in Social Media post thanking our partners
- Acknowledgement within the Official Games Program



COMMUNITY PARTNER PACKAGE

Support this great community event and become a community partner.

INCLUSIONS

- Company Name featured on website
- Company Name to appear in Social Media post thanking our partners
- Acknowledgement within the Official Games Program

CUSTOM PACKAGES

From official clothing supplier or official printer of the Games to official beverage or 'hearing' partner of the games, or maybe the Après Games Socials, our partnerships team invites you to get creative and collaborate with us to customize any of the packages above OR create a new one.

If reaching the largest and growing, most active segment in Nova Scotia, 40% of our population, you need to be a part of the 2025 Nova Scotia 55+ Games here in our community!

THANK YOU!



SPONSORSHIP & ENGAGEMENT OPPORTUNITIES ARE LIMITED— CONFIRM YOUR PACKAGE TODAY!

To confirm your sponsorship or request
a custom package, please contact:

Nova Scotia 55+ Games
Bridgewater & Lunenburg County

Donna Hatt
Phone: 902.930.2106
Email: donna.hatt@bridgewater.ca

OR

Rick Allwright
Phone: 902-740-5251
Email: rick@mileeast.com



Become part of Team 2025 Nova Scotia 55+ Games:
Facebook: [Nova Scotia 55+ Games](#)
Website: ns55plus.ca