

## Virginia Commonwealth Games at Liberty University

For more than 35 years the Games have been known as the Virginia's Olympics. This statewide event is the largest multi-sport festival in Virginia with over 10,000 participants of all ages and abilities competing in over 35 sports.

The Games bring amateur athletes from all regions of Virginia to contend for gold, silver, and bronze medals. Both team and individual events — including track & field, baseball, basketball, pickleball, softball, and many others — are represented in the competition.

Virginia Amateur Sports (VAS), is a 501(c)(3) nonprofit that manages several events annually, including the Smith Mountain Lake Triathlon, Star City Half Marathon & 10K Races and the Virginia Commonwealth Games at Liberty University. The Games have drawn over 305,000 athletes since its inception with a \$6 million economic impact annually.

VAS is committed to promoting the benefits of physical fitness and healthy lifestyles through sports education, training, and competition. Through its partnership with Liberty University and the City of Lynchburg, the Games provide amateur athletes with a professional competition experience, utilizing the university's centrally located, NCAA Division I athletic facilities.

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**CommonwealthGames.org**

# — 2025 — Virginia Commonwealth Games Partner Opportunities



VIRGINIA  
COMMONWEALTH  
GAMES  
AT LIBERTY UNIVERSITY



VIRGINIA AMATEUR SPORTS, INC  
Inspiring wellness & competition

# EVENT INFORMATION



VIRGINIA  
**COMMONWEALTH  
GAMES**  
AT LIBERTY UNIVERSITY

**Dates:** Main Games Weekend: July 18-20

**2024 Economic Impact:** \$6 million estimated

**Participation:** 10,200 Athletes

**Attendance:** 35,000

**2024 Media Value:**

Social Media Impressions: 1.9 million

News Stories: 141

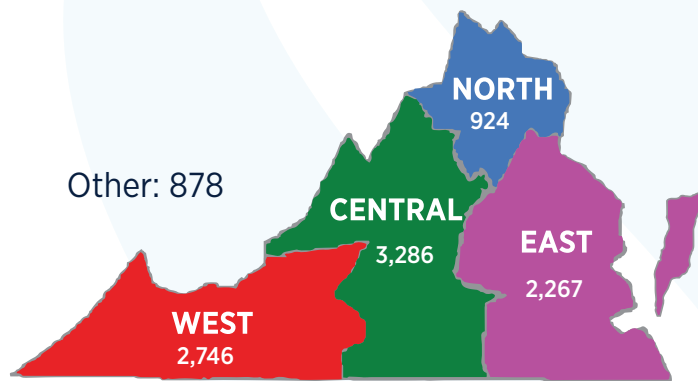
**Most Participated 2024 Sports:**

Basketball 1,890 players

Youth Baseball 1,656 players

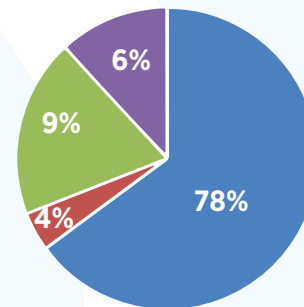
Indoor Soccer 1,024 players

**2024 Athlete Demographics:**

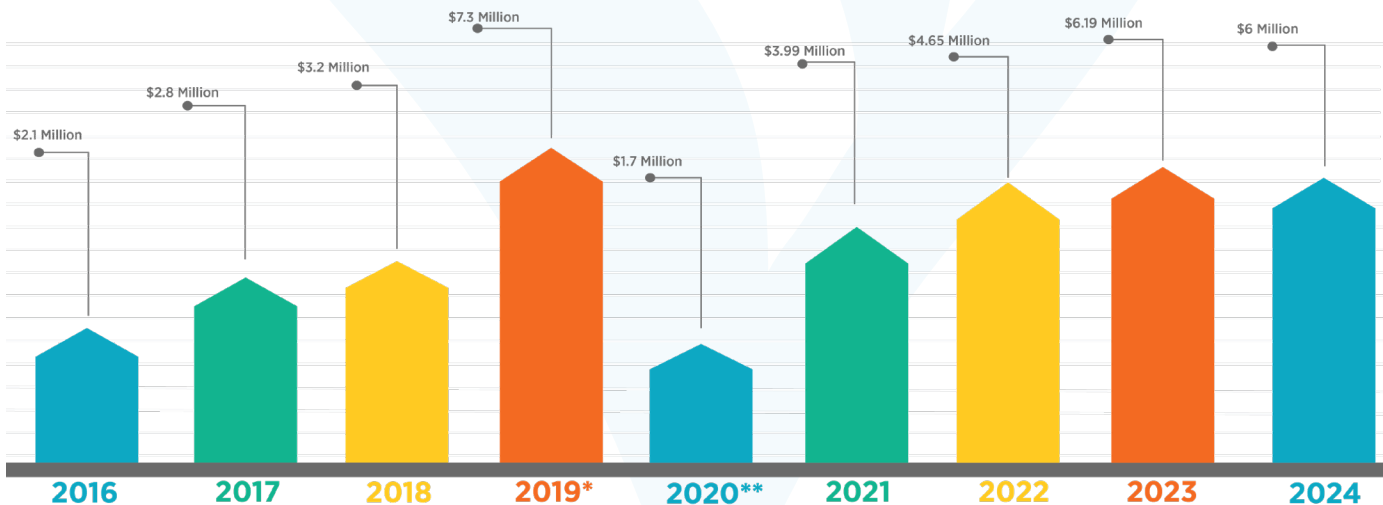


**2024 Athlete Age Breakdown:**

0-18 19-24 25-44 45 & over



## Growth of the Games



\*2019 we hosted State Games of America (national)

\*\*2020 we offered limited events due to COVID-19

# EVENT HIGHLIGHTS



VIRGINIA  
**COMMONWEALTH  
GAMES**  
AT LIBERTY UNIVERSITY

*continued*



## **VIP Reception**

Special recognition event for sponsors and supporters of the VA Commonwealth Games and Virginia Amateur Sports. Presentation of commemorative plaques, networking and appreciation to those that strengthen our organization. 200 attendance.



## **Opening Ceremonies**

Kick Off Celebration modeled after the Olympics, includes the parade of athletes, special guest speaker, and lighting of the Games cauldron. 4,000 attendance.



## **Tailgate Party**

Opportunity for participants, families and friends to enjoy the Olympic village style festivities with music, games, prizes, activities, free food and more. 3,500 attendance.



## **Able Games**

Sports offering for athletes with physical and/or intellectual disabilities. It is an opportunity for athletes to feel included and not only win a medal, but have an unforgettable experience participating in a sport they enjoy. Over 200 athletes.

# PRESENTING PARTNER limit of 5



VIRGINIA  
**COMMONWEALTH  
GAMES**  
AT LIBERTY UNIVERSITY

## **Includes:**

### **Category Exclusivity**

#### **Logo/Mention Included on Commonwealth Games**

##### **Media Campaigns Statewide:**

ABC 13 TV Campaign (200 spots)

Radio Campaigns (Total Spots @ 350)

Print Ads

Event Posters & Flyers

Newsletters, and Press Releases

Billboards (6 including Lynchburg, Richmond and Tidewater)

#### **High School All-Star Baseball**

Event Program Exclusive Full Page

#### **Commonwealth Games Official Guide**

Exclusive Half Page

#### **All Commemorative Programs**

Presenting Partner Recognition

#### **Website**

Virginia Amateur Sports Commonwealth Games Sponsor Page

Exclusive Ad on the Home Page

Logo Displayed on All Pages of Website

#### **Live Streaming**

Logo and Exclusive Promotional Spot Featured During Broadcast

#### **Jumbo Screen Digital Signage, Liberty University Campus**

Sports and Special Events - 6

#### **Social Media Exclusive Feature**

Facebook, Instagram and Twitter Feature (1)

#### **Booth Opportunity (4,000 attendance)**

Commonwealth Games Athlete Tailgate Party

Commonwealth Games Central - Main Registration Area

Various Locations Per Request

#### **VIP Reception (200 Business Leaders and Supporters)**

Presentation of a Commemorative Presenting Partner Plaque

Recognition at Event

# PRESENTING PARTNER limit of 5



VIRGINIA  
**COMMONWEALTH  
GAMES**  
AT LIBERTY UNIVERSITY

*continued*

**Opening Ceremonies (4,000)**

Digital Signage and Special Recognition

**Gold Medal Weekend Passes**

**Exclusive Email Sent to Virginia Amateur Sports Database (15,000)**

**Flyers/Coupons** - Distributed at Various Commonwealth Games and Virginia Amateur Sports Events

**Lynchburg Hillcats Commonwealth Games VIP Sponsor Night**

Invitations (10)

**Virginia Amateur Sports Golf Tournament**

Free Foursome

Hole Sponsor

PA Announcement

**Smith Mountain Lake Triathlon (Virginia Amateur Sports Event - May)**

Logo and Link on Event Website

Logo on Participants and Volunteer T-shirts

Featured in Event Promotions

**Additional Branding and Opportunities Available To Customize This Package to Fit Your Needs**

**Three Year Commitment - \$25,000 per year**

**(Value of package \$68,000 per year)**

*Flexible payments may be worked out*

# PREMIERE PARTNER



VIRGINIA  
**COMMONWEALTH  
GAMES**  
AT LIBERTY UNIVERSITY

## **Includes:**

### **Logo/Mention Included on Commonwealth Games**

#### **Media Campaigns Statewide:**

ABC 13 TV Campaign (100 spots)  
Radio Campaigns (Total Spots @ 125)  
Event Posters and Flyers  
Newsletters, and Press Releases  
Billboards (3)

### **High School All-Star Baseball**

Event Program Ad - Full Page

### **All Commemorative Programs**

Premiere Partner Recognition

### **Website**

Virginia Amateur Sports Commonwealth Games Sponsor Page

### **Commonwealth Games Official Guide**

Exclusive Quarter Page

### **Jumbo Screen Digital Signage, Liberty University Campus**

Sports and Special Events - 4

### **Social Media Exclusive Feature**

Facebook, Instagram or Twitter Feature (1)

### **Booth Opportunity (3,500 attendance)**

Commonwealth Games Athlete Tailgate Party  
Commonwealth Games Central – Main Registration Area

### **VIP Reception (200 business leaders and supporters)**

Presentation of a Commemorative Premiere Plaque  
Recognition at Event

### **Opening Ceremonies (4,000)**

Digital Signage

### **Special Entry Passes (10)**

**Flyers/Coupons** - Distributed at Various Commonwealth Games and Virginia Amateur Sports Events

# PREMIERE PARTNER

*continued*



**Lynchburg Hillcats Commonwealth Games VIP Sponsor Night**  
Invitations (8)

**Smith Mountain Lake Triathlon (Virginia Amateur Sports event - May)**  
Logo and Link on Event Website  
Logo on Participants and Volunteer T-shirts  
Featured in Event Promotions

**Virginia Amateur Sports Golf Tournament**  
Free Twosome  
Banner at Event

**Additional Branding and Opportunities Available To Customize This  
Package to Fit Your Needs**

**Three Year Commitment - \$15,000 per year**  
(Value of package \$39,000 per year)

*Flexible payments may be worked out*

# GOLD MEDAL PARTNER



VIRGINIA  
**COMMONWEALTH  
GAMES**  
AT LIBERTY UNIVERSITY

## **Includes:**

**Logo/Mention Included on Commonwealth Games**

**Media Campaigns Statewide, shared:**

ABC 13 TV Campaign (50 spots)  
Radio Campaigns (Total Spots 75)  
Event Flyers  
Press Releases

**High School All-Star Baseball**

Event Program Ad - Half Page

**All Commemorative Programs**

Gold Medal Partner Recognition

**Website**

Virginia Amateur Sports Commonwealth Games Sponsor Page

**Jumbo Screen Digital Signage, Liberty University Campus**

Sports and Special Events - 4

**Social Media**

Facebook, Instagram or Twitter Feature (1)

**Booth Opportunity (4,000 attendance)**

Commonwealth Games Athlete Tailgate Party

**VIP Reception (200 business leaders and supporters)**

Presentation of a Gold Medal Plaque  
Signage

**Opening Ceremonies (4,000)**

Digital Signage

**Special Entry Passes (8)**

**Lynchburg Hillcats Commonwealth Games VIP Sponsor Night**

Invitations (8)

**Additional Branding and Opportunities Available To Customize This  
Package to Fit Your Needs**

**Three Year Commitment - \$10,000 per year**  
(Value of package \$26,000 per year)

*Flexible payments may be worked out*



# SILVER MEDAL PARTNER



VIRGINIA  
**COMMONWEALTH  
GAMES**  
AT LIBERTY UNIVERSITY

## **Includes:**

### **Logo/Mention Included on Commonwealth Games**

#### **Media Campaigns Statewide, shared:**

ABC 13 TV Campaign (50 spots)  
Radio Campaigns (Total Spots 75)  
Event Flyers  
Press Release

### **High School All-Star Baseball**

Event Program Ad - Quarter Page

### **All Commemorative Programs**

Silver Medal Partner Recognition

### **Website**

Virginia Amateur Sports Commonwealth Games Sponsor Page

### **Jumbo Screen Digital Signage, Liberty University Campus**

Sports and Special Events - 2

### **Social Media**

Facebook, Instagram or Twitter Feature (1)

### **Booth Opportunity (3,500 attendance)**

Commonwealth Games Athlete Tailgate Party

### **VIP Reception (200 business leaders and supporters)**

Presentation of a Silver Medal Plaque

### **Opening Ceremonies (4,000)**

Digital Signage

### **Special Entry Passes (6)**

### **Lynchburg Hillcats Commonwealth Games VIP Sponsor Night**

Invitations (6)

**Three Year Commitment - \$5,000 per year**  
(Value of package \$13,000 per year)

*Flexible payments may be worked out*

# BRONZE MEDAL PARTNER



VIRGINIA  
**COMMONWEALTH  
GAMES**  
AT LIBERTY UNIVERSITY

## **Includes:**

**Logo/Mention Included on Commonwealth Games**

**Media Campaigns Statewide, shared:**

Radio Campaigns (Total Spots 50)

**All Commemorative Programs**

Bronze Medal Partner Recognition

**Website**

Virginia Amateur Sports Commonwealth Games Sponsor Page

**Jumbo Screen Digital Signage, Liberty University Campus**

Sports and Special Events - 2

**Booth Opportunity (4,000 attendance)**

Commonwealth Games Athlete Tailgate Party

**VIP Reception (200 business leaders and supporters)**

Presentation of a Bronze Medal Plaque

**Opening Ceremonies (4,000)**

Digital Signage

**Special Entry Passes (4)**

**Lynchburg Hillcats Commonwealth Games VIP Sponsor Night At the Park**

Invitations (2)

**Three Year Commitment - \$2,500 per year**

**(Value of package \$7,800 per year)**

*Flexible payments may be worked out*

# ADDITIONAL OPPORTUNITIES



VIRGINIA  
**COMMONWEALTH  
GAMES**  
AT LIBERTY UNIVERSITY

**Food Donation Campaign (\$150)** – Support the Virginia Commonwealth Games Food Donation Campaign goal of feeding over 10,000 meals to local families in need. A shout out to your company will be featured on social media and in the Virginia Amateur Sports newsletter (15,000).

**Sports Vendor (\$500)** – Sell or sample products at specific sports vendors on site and connect with athletes, coaches, families and spectators. Choose a sport or event that works best for your company.

**Tailgate Party Vendor (\$250)** – Sell or sample products at the Tailgate Party. Will be included in contest and promotions.

**Jumbo Screen Digital Signage on Liberty University Campus** – Promote your business and message.  
3- \$500 or 5 - \$800

**Community Basketball Team Sponsor (\$1,200)** – Exclusive sponsor of a local youth team from the Boys and Girls Club or Jubilee Family Center. Includes entry fee for the team, name on uniform or practice apparel, tickets to games, specialty items provided for the teams like water bottles/back packs/food/ basketballs. Sponsorship allows a team to also participate in the Tailgate Party and Opening Ceremonies.

## Official Program Guide Ads

Full Page - \$1,000 Half Page - \$700 Quarter Page - \$495

## Other Virginia Amateur Sports Event Sponsorships (price varies):

Smith Mountain Lake Triathlon – May (Huddleston)

Virginia Amateur Sports Golf Tournament - FALL (Roanoke)

Star City Half Marathon, 10K & Kids Mile – November (Roanoke)

**Able Events (\$250-\$2,500)** – Sponsor one or multiple events focused on including those with intellectual and physical disabilities to participate in Rugby, Baseball, Fishing, Track & Field and Soccer. Provide entry fees, apparel, food and more.



# OUR PARTNERS



VIRGINIA  
**COMMONWEALTH  
GAMES**  
AT LIBERTY UNIVERSITY

- ABC 13
- Atlantic Bay Mortgage
- Alcovia Mortgage
- Bedford Welcome Center & Tourism
- Blue Eagle Credit Union
- Campbell Co Econ Development
- Carter Bank & Trust
- Centra
- City of Lynchburg
- Delta Star, INC
- Delta Response Team
- Dick's Sporting Goods
- Domino's
- Fellowship of Christian Athletes
- Fleet Feet Roanoke
- Finks
- Heritage Funeral Service
- Hilton Garden Inn Lynchburg
- Homewood Suites Lynchburg
- Jersey Mike's Subs
- Kroger
- Lamar Advertising
- Lanford Brothers
- Liberty University
- Lynchburg Hillcats
- Lynchburg Ready Mix
- Lynchburg Regional Airport
- MH Masonry
- Molina Healthcare
- Moore's Electrical & Mechanical
- Mountain Springs Water
- New Hope Support Services
- Powerade
- Power Play
- RJ Young
- Sheetz
- Sports Virginia
- Taylor Brothers
- The Journey Radio Station
- The Myrias Group - Ameriprise Financial
- Virginia High School League
- Virginia Talk Radio Network
- Virginia Tourism Corporation

# BOARD OF DIRECTORS



VIRGINIA  
**COMMONWEALTH  
GAMES**  
AT LIBERTY UNIVERSITY

- Ms. Hannah Catherine Allport**, Virginia Humanities, Charlottesville
- Dr. Robert Antozzi**, Retired Director of Parks and Rec, Fredericksburg
- Mr. Dennis Carter**, Retired Sports Director/WSET ABC 13, Lynchburg
- Mr. Judson Foster**, Carter Bank & Trust, Zion Crossroads
- Ms. Virginia Foster**, Retired Director of Special Olympics VA, Palmyra
- Mr. Dan Foutz**, President - Virginia Amateur Sports, Inc, Roanoke
- Ms. Gladine Frasso**, Performance Coach, Midlothian
- Ms. Sheri Fullen**, Carter Bank & Trust, Roanoke
- Mr. Todd Hassler**, Executive VP, Blue Legacy Advisors, Virginia Beach
- Dr. John Heil**, Psychological Health, Roanoke
- Mr. Pete Lampman**, Retired Virginia Amateur Sports President, Roanoke
- Mr. Sam Lazzaro**, Law Office of Samuel Lazzaro, Salem
- Ms. Maggie Mace**, Assistant Director, Roanoke Co Parks and Recreation, Lynchburg
- Dr. Michael Maina**, Professor at Roanoke College, Salem
- Dr. Elizabeth Robertson**, Robertson Ventures, Oak Grove
- Mr. Fred Schutt**, Attorney - Woods Rogers, Richmond
- Ms. Mitria Vaugter**, Liberty University, Forest
- Mr. Jack White**, Retired CEO Newell, Inc, Roanoke
- Mr. Ramon Williams**, Major Gift Officer at VMI Foundation, Inc., Roanoke