



Focus on the USA Masters Games

During 2016, Sports & Properties, Inc. had a major focus on its largest event project to date: the USA Masters Games. The USA Masters Games, referred to as the National Sports Festival for Adult Athletes, is a multi-sport competition for adults ages 21 and over.



The USA Masters Games featured 24 sports ranging from Badminton to Weightlifting. The Games were held in the Greater Greensboro, NC, area at 19 different venues. Twelve of the sports were staged at the Greensboro Coliseum Complex, which served as the hub of the Games. The 2016 USA Masters Games included Opening and Closing Ceremonies, Games Village, social activities, and live entertainment.

There were over 2,500 participants from 43 states and the District of Columbia, plus 10 foreign countries representing six continents. Longest travel to the Games was by athletes from Sydney, Australia. Athletes participated in a total of more than 400 games/events, setting 11 World Records, 15 National Records, 6 Zone Records, and 47 State Records.

Over 20 sponsors/partners supported the 2016 USA Masters Games, which received local and national media coverage. Athlete reviews in post-event surveys were very positive, including suggestions to make the Games an annual event (originally the Games were planned to be held in alternating years).

The Sports & Properties team handled all aspects of the USA Masters Games, from the initial planning for the new event, to post-Games after-action reports. Key items developed and managed by SPI included advertising, awards, ceremonies, credentials, entertainment, fundraising, hospitality, logistics, marketing, media, medical, merchandise, officials, operations, promotions, public relations, security, signage, sponsors, sports competitions, supplies, venues, venue décor, and volunteers, among others.

Responding to athlete requests, the USA Masters Games is now an annual event, with the next edition scheduled for the Summer of 2017 in San Diego, California. For 2017, Sports & Properties, Inc. will manage the national aspects of the Games, while the San Diego Local Organizing Committee will be responsible for local operations. The 24 sports in the 2017 Games are: Archery, Badminton, Baseball, Basketball, Beach Volleyball, Cycling, Diving, Figure Skating, Ice Hockey, Judo, Pickleball, Power Lifting, Road Race, Soccer, Softball, Swimming, Synchronized Swimming, Table Tennis, Tennis, Triathlon, Track & Field, Volleyball, Water Polo, and Weightlifting.

For those interested in learning more about the USA Masters Games, [click here](#). You also may be interested in participating in the Games. Registration for the 2017 USA Masters Games will open this week, on Thursday, December 1, 2016. You can be among the first to register for the Games, where the first 100 registrants will receive an official Games cap. Sports & Properties,

Inc. is proud to have been associated with the 2016 USA Masters Games and is very much looking forward to a successful 2017 Games.



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