

NEBRASKA SENIOR GAMES DEMOGRAPHICS - 1997 TO 2024

YEAR	# PARTICIPANTS	# DIFFERENCE	DROP YRS	ADD YRS	TOTAL
1997	171			1	1
1998 *	249	78		1	1
1999	237	-12	1		1
2000 *	295	58		1	1
2001	253	-42	1		1
2002 *	364	111		1	1
2003	292	-72	1		1
2004 *	339	47		1	1
2005	262	-77	1		1
2006 *	325	63		1	1
2007	251	-74	1		1
2008 *	316	65		1	1
2009	207	-109	1		1
2010 *	331	124		1	1
2011	214	-117	1		1
2012 *	373	159		1	1
2013	339	-34	1		1
2014 *	404	65		1	1
2015	310	-94	1		1
2016 *	404	94		1	1
2017	288	-116	1		1
2018 *	389	101		1	1
2019	307	-82	1		1
2020 *	303	-4	1		1
2021	450	147		1	1
2022 *	448	-2	1		1
2023	368	-80	1		1
2024 *	618	250		1	1
AVERAGE	330.96	16.56	14	14	28

THE DATA

- Participation drops every other year, but rarely on *national qualifying years
- Over the course of 28 years, the average total participation has only increase by 17
- Over the course of 28 years, the average total number of participants is a status quo of only 331

PROMOTIONS, BRANDING, & MEDIA RELATIONS CAMPAIGNS

- Static website (nebraskaseniorgames.com); no interactive year-round “calls to action”
- No “all-comer” events (revenue streams) as lead-in (prep) for the annual event;
- Extremely limited local “business” sponsorship;
- No website-based video testimonials “showcasing” participants, vendors, businesses, or challenges;
- No “showcase branding” with national sponsors: Active.com; USATF; Huntsman World Games; mastersrankings.com; State Games of America; AARP; National Horseshoe Pitchers Association; Big Pharma; broadcast media; military; politicians (novelty events, i.e., mayor vs. governor in bball, swimming, track, etc.)