



# Kerr-Tar Regional Senior Games

## 2025 Sponsorship Packet

This program is sanctioned by the North Carolina Senior Games, Inc. NCSG, Inc. is sponsored statewide by the North Carolina Division on Aging and Adult Services.

**For more information on sponsoring Kerr-Tar Regional Senior Games,  
please contact**

**Michael Patterson, Local Coordinator: [mpatterson@kerrtarcog.org](mailto:mpatterson@kerrtarcog.org)**

**Crystal Allen, Local Co-Coordinator: [callen@kerrtarcog.org](mailto:callen@kerrtarcog.org)**

**252-436-2040**

## **Kerr-Tar Regional Senior Games**

Kerr-Tar Regional Senior Games, held annually in the spring, is part of a network of local games that provide statewide health promotion and wellness programs for adults 50 years of age and better. The local games provide the residents of Franklin, Granville, Person, Vance and Warren counties the opportunity to compete in athletic events and Silver Arts, which include the creative and performing arts.

In 2024 over 223 local athletes participated in more than 50 sporting events and the Silver Arts categories. More than 125 medal winners qualified for the NC Senior Games State Finals, held every year in Raleigh.

For 2025, we anticipate even more participants. The following activities have the lowest participation statewide and will be removed from State Finals in 2025: Archery and Race Walks. First and second place medal winners will qualify for State Finals, and State Finals winner's progress to the National Senior Games, held every two years.



## **Reasons to Sponsor the Kerr-Tar Regional Senior Games**

- Your name and/or company logo will be displayed at 12 venues across our five county region during the 50+ Senior Games events.
- Your contribution will provide year-round support for programming that enhances the quality of life for seniors of Franklin, Granville, Person, Vance and Warren counties.
- Your participation demonstrates your company values to the community.
- It is an opportunity for your business to be associated with a well-respected, statewide event that is covered by most local print and television media.
- Your company's participation offers an ideal opportunity to participate in an event that draws a highly valued consumer demographic.

## **\$2000 Presenting Sponsor Incentives**

- Your company logo will be on over 200 athlete and staff T-shirts.
- Your company will be recognized as a Presenting Sponsor on year-round Kerr-Tar Regional Senior Games print materials and press releases, distributed throughout the region and on social media.
- Your company will have the opportunity to speak at our Senior Games Opening Ceremonies and other events of your choice.
- This level of sponsorship entitles your company to a sponsor table at all Kerr-Tar Regional Senior Games events to distribute materials and products to participants, volunteers, and spectators.
- Your company name will be on the banner display at Kerr-Tar Regional Senior Games events.
- Reserves for your company one staff T-shirt and one participant T-shirt.

## **\$1500 Gold Sponsor Incentives**

- Your company will be recognized as Gold Sponsor on year-round Kerr-Tar Regional Senior Games print materials, distributed throughout Franklin, Granville, Person, Vance and Warren counties.
- This level of sponsorship entitles your company to a sponsor table at all Kerr-Tar Regional Senior Games events to distribute materials and products to participants, volunteers, and spectators.
- Your company name will be on the banner display at Kerr-Tar Regional Senior Games events.
- Reserves for your company one staff T-shirt and one participant T-shirt.

## **\$1000 Silver Sponsor**

- Your company will be recognized as a Silver Sponsor on year-round Kerr-Tar Senior Games print materials, distributed throughout Franklin, Granville, Person, Vance and Warren counties.
- This level of sponsorship entitles your company to a sponsor table at all Kerr-Tar Regional Senior Games events to distribute materials and products to participants, volunteers, and spectators.
- Your company name will be on the banner display at Kerr-Tar Regional Senior Games events.

- Reserves for your company one staff T-shirt and one participant T-shirt.

## **\$500 Bronze Sponsor**

- This level of sponsorship entitles your company to be recognized as a Bronze Sponsor on year-round Kerr-Tar Senior Games print materials, distributed throughout Franklin, Granville, Person, Vance and Warren counties.
- This level of sponsorship entitles your company to a sponsor table at all Kerr-Tar Regional Senior Games events to distribute materials and products to participants, volunteers, and spectators.
- Your company name will be on the banner display at Kerr-Tar Regional Senior Games events.
- Reserves for your company one staff T-shirt and one participant T-shirt.

## **\$250 Family Sponsor**

- This level of sponsorship entitles your company to a sponsor table at all Kerr-Tar Regional Senior Games events to distribute materials and products to participants, volunteers, and spectators.
- Your company name will be on the banner display at Kerr-Tar Regional Senior Games events.
- Reserves for your company one staff T-shirt and one participant T-shirt.

## **\$100 Friend Sponsor**

- Recognition on Kerr-Tar Senior Games banner, and social media.
- One participant T-shirt

# Kerr-Tar Regional Senior Games

## 2025 Sponsorship form

ALL SPONSORSHIP COMMITMENTS MUST BE SECURED BY THE TIME WE PRINT OUR REGISTRATION PACKET, NO LATER THAN JANUARY 4, 2025.

Name of Sponsoring Business or Agency: \_\_\_\_\_

Name of contact person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email: \_\_\_\_\_

In kind sponsors, please supply an estimated cost of items or services: \_\_\_\_\_

Level of sponsorship:

<b>Presenting</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Family</b>	<b>Friend</b>
<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500	<input type="checkbox"/> \$250	<input type="checkbox"/> \$100

Please email a copy of your company logo to [callen@kerrtarcog.org](mailto:callen@kerrtarcog.org)  
Make checks payable to Kerr-Tar Regional Council of Government for region-wide support, OR to your local Senior Center for county-specific support.

Return checks and this form to your local Senior Center OR to:  
Kerr-Tar Regional Senior Games  
Attn: Alan Winstead  
1724 Graham Avenue  
Henderson, NC 27536

Kerr-Tar AAA reserves the right to offer events virtually for the safety of participants, staff and volunteers.

In the event that we are unable to hold in-person or virtual events in 2025 sponsors will be given the opportunity to continue with full sponsorship, transfer sponsorship to 2026 local senior games or receive a refund.