

North Carolina Senior Games State Finals Opportunities

North Carolina Senior Games is recognized as the premier senior Olympics program in the nation! And State Finals is the largest event that NCSG hosts annually. It provides a wonderful showcase for the top senior athletes and artists from 54 local Senior Games, while providing them a once a year opportunity to compete against the best in the state. NCSG expects over 3000 participants and 900 volunteers at our 25th and Silver Anniversary of State Finals in 2009.

North Carolina Senior Games will custom-design a partnership package to meet your marketing goals.

Partner Categories

Details are available upon your request on the benefits of each category listed below.

NCSG Presenting Partner	Custom-Designed	
NCSG Premier Partner	\$60,000	
State Finals Partner	Cash Contribution or In-Kind Value	
• Platinum	\$50,000	
• Gold	\$30,000	
• Silver	\$15,000	\$30,000
• Bronze	\$7,500	\$12,000
• Corporate Champion	\$3,000	\$6,000
• Corporate Torch	\$1,000	\$2,000
• Community Contributor	\$500	\$1,000
• Resource Sponsor	Non-Cash Contributions less than \$500	
Special Event Sponsorships Available:	Contributions	
Opening Ceremonies and SF Party	\$15,000	
Tennis Tournament	\$3,000	
Softball Tournament	\$3,000	
Golf Tournament and Reception	\$5,000	
Bowling Tournament	\$3,000	
Basketball Tournament	\$6,000	
Bocce Tournament	\$3,000	
Volunteer T-shirts	\$10,000	

Premier Sponsor (minimum contribution \$60,000)
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- Recognition as a *Premier Sponsor* on all year-round NCSG print materials, distributed statewide:

Workshop information	Ambassadors information
NCSG brochures	Newsletters
SilverArts information	

State Finals:	Official Program	Volunteer Brochure
	Entry Packet	Volunteer/Staff Newsletter
	Results & Records	Participant Newsletter

- Recognition at All State Finals events including:
 - Opening Ceremonies – 2,000 participants and their friends and families will gather for the “Parade of Athletes” and the torchlighting ceremony.
 - State Finals Party – appreciation to N.C. Legislators, board members, business sponsors, individual contributors and State Finals staff
 - SilverArts “Follies” – a “sell-out” stage show from the best statewide performing artists
 - Senior Expo – Exhibits for sponsors and coordinating and endorsing agencies to showcase their products and services. Over 1000 participants attend the Expo.
- Negotiated exclusivity in product category among NCSG’s major sponsors.
- Opportunity to distribute promotional materials and products at all year-round statewide programs, per NCSG specifications and approval.
- Prime signage opportunities in excellent locations at all year-round programs, per NCSG specifications.
- Refer to your organization as a “*Premier Sponsor*” in your own advertising and promotional literature and items, per NCSG approval.
- Use of North Carolina Senior Games servicemarks and logos in advertising and promotions, with prior NCSG approval.
- First right of refusal to renew sponsorship in product category for next program year.
- Opportunity for a platform guest and remarks at Opening Ceremonies of State Finals.

Premier Sponsor (continued)

- Complimentary exhibit space in a prime location at State Finals. Opportunity for product sampling and display at State Finals Expo.
- Opportunity to sponsor State Finals medals and have name/logo on back of medal.
- Opportunity for your logo/name on State Finals volunteer t-shirts.
- Opportunity for your logo/name on State Finals race numbers.
- Full-page ad in *State Finals Official Program*
- Opportunity for information/ad (one-fourth page) in *NCSG Newsletter* distributed statewide three times a year.
- Acknowledgement in all NCSG statewide press releases.
- Acknowledgement on NCSG website as the Premier Sponsor with a direct link to your website.
- Acknowledgement of sponsorship on the public address system throughout State Finals.
- Opportunity for your organization's employees to present awards at State Finals.
- Receive an award suitable for display in recognition of NCSG sponsorship.
- Ten complimentary invitations to the annual State Finals Party following Opening Ceremonies.
- Eight complimentary tickets to the performing arts show, the SilverArts Follies.

Platinum Sponsor (minimum contribution \$50,000)

- Recognition as a *Platinum Sponsor* on all year-round NCSG print materials, distributed statewide:

Workshop information	Ambassadors information
NCSG brochures	Newsletters
SilverArts information	

State Finals: Official Program	Volunteer Brochure
Entry Packet	Volunteer/Staff Newsletter
Results & Records	Participant Newsletter

- Recognition at All State Finals events including:
 - Opening Ceremonies – 2,000 participants and their friends and families will gather for the “Parade of Athletes” and the torchlighting ceremony.
 - State Finals Party – appreciation to N.C. Legislators, board members, business sponsors, individual contributors and State Finals staff
 - SilverArts “Follies” – a “sell-out” stage show from the best statewide performing artists
 - Senior Expo –Exhibits for sponsors and coordinating and endorsing agencies to showcase their products and services. Over 1000 participants attend the Expo.
- Negotiated exclusivity in product category among NCSG’s major sponsors.
- Opportunity to distribute promotional materials and products at all year-round statewide programs, per NCSG specifications and approval.
- Prime signage opportunities in excellent locations at all year-round programs, per NCSG specifications.
- Refer to your organization as a “*Platinum Sponsor*” in your own advertising and promotional literature and items, per NCSG approval.
- Use of North Carolina Senior Games servicemarks and logos in advertising and promotions, with prior NCSG approval.
- First right of refusal to renew sponsorship in product category for next program year.
- Opportunity for a platform guest and remarks at Opening Ceremonies of State Finals.

Platinum Sponsor (continued)

- Complimentary exhibit space in a prime location at State Finals. Opportunity for product sampling and display at State Finals Expo.
- Opportunity to sponsor State Finals medals and have name/logo on back of medal (additional \$2,500).
- Opportunity for your logo/name on State Finals volunteer t-shirts.
- Full-page ad in *State Finals Official Program* (due to NCSG by June 1st).
- Opportunity for information/ad (one-fourth page) in *NCSG Newsletter* distributed statewide three times a year.
- Acknowledgement in all NCSG statewide press releases.
- Acknowledgement on NCSG website as the *Platinum Sponsor* with a direct link to your website.
- Acknowledgement of sponsorship on the public address system throughout State Finals.
- Opportunity for your organization's employees to present awards at State Finals.
- Receive an award suitable for display in recognition of NCSG sponsorship.
- Eight complimentary invitations to the annual State Finals Party following Opening Ceremonies.
- Six complimentary tickets to the performing arts show, the SilverArts Follies.

Gold Sponsor (minimum contribution \$30,000)

- Recognition as a *State Finals Gold Sponsor* with logo on all State Finals print materials distributed statewide, such as the Entry Packet, Participant Newsletter, Results and Records, Volunteer Brochure, Volunteer/Staff Newsletter and the Official Program.
- Negotiated exclusivity in product category among major sponsors of State Finals.
- Opportunity to distribute promotional materials and products to State Finals participants, volunteers and spectators, per NCSG approval.
- Prime signage opportunities in excellent locations at State Finals event sites, per NCSG specifications.
- Acknowledgment and recognition at all State Finals Special Events including:
 - Opening Ceremonies – 2,000 participants and their friends and families will gather for the “Parade of Participants” and the torchlighting ceremony
 - State Finals Party – appreciation to N.C. Legislators, board members, business sponsors, individual contributors and State Finals staff
 - SilverArts “Follies” – a “sell-out” stage show from the best statewide performing artists
 - Senior Expo –Exhibit opportunity for sponsors and coordinating and endorsing agencies to showcase their products and services. Over 1000 participants attend the Expo.
- Refer to your organization as a “*Gold Sponsor of Senior Games State Finals*” in your own advertising and promotional materials, per NCSG approval.
- Use of North Carolina Senior Games servicemarks and logos in advertising and promotions, with prior NCSG approval.
- Opportunity for your logo/name on State Finals volunteer t-shirts, per NCSG specifications and approval.
- Opportunity to sponsor State Finals medals and have name/logo on back of medal (additional \$7,500).

Gold Sponsor (continued)

- Full page advertisement in *State Finals Official Program* (due to NCSG by June 1st).
- Opportunity for a platform guest and remarks at the Opening Ceremonies.
- Special recognition in NCSG Newsletter, *The Senior Torch*, distributed statewide three times a year.
- Complimentary exhibit space in a prime location at *State Finals Senior Expo* for product sampling and display, per NCSG specifications.
- Acknowledgment in all press releases for State Finals.
- Acknowledgment as a *Gold Sponsor* on the NCSG website with a direct link to your website.
- Acknowledgment of sponsorship on the public address system throughout State Finals.
- Opportunity for your organization's employees to present awards at State Finals.
- Receive an award in recognition of sponsorship, suitable for display.
- Eight complimentary invitations to the State Finals Party following Opening Ceremonies.
- Four complimentary tickets to the performing arts show, the SilverArts “Follies”.

Silver Sponsor (minimum contribution \$15,000)

- Recognition as a *State Finals Silver Sponsor* on State Finals print materials distributed statewide, such as the Entry Packet, Participant Newsletter, Results and Records, Volunteer Brochure, Volunteer/ Staff Newsletter and the Official Program.
- Opportunity to distribute promotional materials and products to State Finals participants, per NCSG specifications and prior approval.
- Prime signage opportunities in excellent locations at State Finals, per NCSG specifications.
- Refer to your organization as a "*Silver Sponsor of Senior Games State Finals*" in your own advertising and promotional materials, per NCSG approval.
- One-half page advertisement in the *State Finals Official Program* (due to NCSG by June 1).
- Opportunity for a platform guest and remarks at the Opening Ceremonies.
- Complimentary exhibit space at *State Finals Senior Expo* for product sampling and display, per NCSG specifications.
- Acknowledgment in all press releases for State Finals.
- Acknowledgment as a *Silver Sponsor* on the NCSG website.
- Acknowledgment of sponsorship on the public address system throughout State Finals.
- Opportunity for your organization's employees to present awards at State Finals.
- Receive an award in recognition of sponsorship, suitable for display.
- Six complimentary invitations to the annual State Finals Party following the Opening Ceremonies.

Bronze Sponsor (minimum contribution \$7,500)
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- Recognition as a *State Finals Bronze Sponsor* on the Volunteer Brochure, Official Program, Participant Newsletter, Staff and Volunteer Newsletter.
- Recognition on signage in excellent locations at State Finals, per NCSG specifications.
- Refer to your organization as a "*Bronze Sponsor of Senior Games State Finals*" in your own advertising and promotional materials, per NCSG approval.
- One quarter page advertisement in the *State Finals Official Program* (due to NCSG by June 1st).
- Complimentary exhibit space at *State Finals Senior Expo* for product sampling and display, per NCSG specifications.
- Acknowledgment as a Bronze Sponsor in the State Finals issue of the NCSG Newsletter, *The Senior Torch*, distributed statewide three times a year.
- Acknowledgment in all press releases for State Finals.
- Acknowledgment as a *Bronze Sponsor* on the NCSG website.
- Acknowledgment of sponsorship on the public address system throughout State Finals.
- Opportunity for your organization's employees to present awards at State Finals.
- Receive a certificate in recognition of sponsorship.
- Four complimentary invitations to the annual State Finals Party held after Opening Ceremonies.

Corporate Champion (minimum contribution \$3,000)
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- Recognition on signage in excellent locations at State Finals, per NCSG specifications.
- Refer to your organization as a "*Corporate Champion of Senior Games State Finals*" in your own advertising and promotional materials, per NCSG approval.
- Recognition as a Corporate Champion in the *State Finals Official Program*.
- Complimentary exhibit space at *State Finals Senior Expo* for product sampling and display, per NCSG specifications.
- Acknowledgment as a Corporate Champion in the State Finals issue of the NCSG Newsletter, *The Senior Torch*, distributed statewide.
- Opportunity for your organization's employees to present awards at State Finals.
- Receive a certificate in recognition of sponsorship.
- Complimentary subscription to the *NCSG Newsletter*.
- Two invitations to the annual State Finals Party held after the Opening Ceremonies.

Corporate Torch (minimum contribution \$1,000)

- Refer to your organization as a "*Corporate Torch Contributor of Senior Games State Finals*" in your own advertising and promotional materials, per NCSG approval.
- Recognition on signage at State Finals, per NCSG specifications.
- Recognition as a Corporate Torch Contributor in the *State Finals Official Program*.
- Opportunity for your organization's employees to present awards at State Finals.
- Complimentary subscription to the *NCSG Newsletter*.
- Receive a certificate in recognition of sponsorship.
- Two invitations to the annual State Finals Party held after Opening Ceremonies.

Community Contributor (minimum contribution \$500)

- Refer to your organization as a "*Senior Games State Finals Community Contributor*" in your own advertising and promotional materials, per NCSG approval.
- Recognition on signage at State Finals, per NCSG specifications.
- Acknowledgment as a Community Contributor in the *State Finals Official Program*.
- Complimentary subscription to the *NCSG Newsletter*.
- Receive a certificate in recognition of sponsorship.
- Opportunity for your organization's employees to present awards at State Finals.
- Two invitations to the annual State Finals Party held after the Opening Ceremonies