

State Summer Games Partnership Opportunities

June 26-28, 2020

The Ohio State University | Columbus, OH



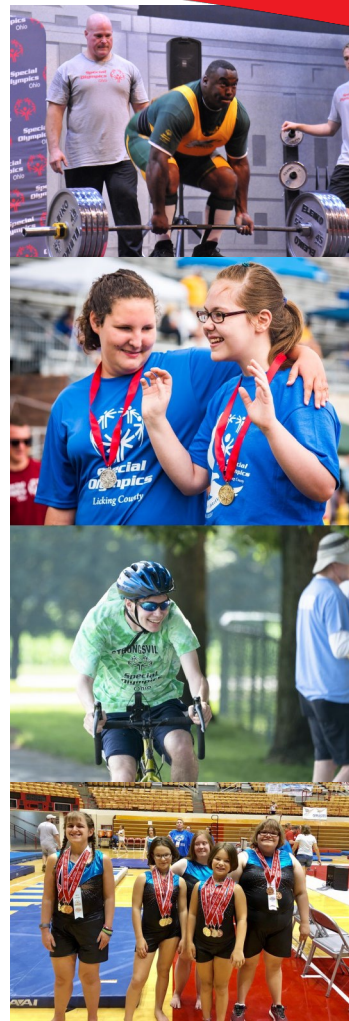
**Special
Olympics**
Ohio

Special Olympics Ohio is part of the global inclusion movement using sports, health education, and leadership programs to empower people with intellectual disabilities giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendship with their families, other Special Olympics athletes, and the community.

The annual Special Olympics Ohio State Summer Games are so much more than sports competition! These games are an athlete's chance to test their skills, achieve a personal best, hang out with old friends, make new friends, bond as a team, try new things, receive free healthcare, and experience independence.

National research shows Special Olympics has:

- 95% brand recognition in the US
- 95% favorability toward the organization
- 85% of the American public believes corporate partnerships with Special Olympics "make a difference" for those with intellectual disabilities
- 85% of people surveyed said they were likely to buy a product from a company that supports Special Olympics
- 77% of the public feel more positive about companies that support Special Olympics



EVENT SNAPSHOT

3,000 Competitors

1,500 Volunteers

5,000 Spectators

8 Sports Offered

Competition in:

Athletics (Track & Field)

Bocce

Bowling

Cycling

Gymnastics

Powerlifting

Tennis

Volleyball

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Presenting Sponsorship \$50,000

Overall Benefits

- ◇ Utilization of “Proud Sponsor of Special Olympics Ohio,” in communication about the event from the sponsor
- ◇ Full promotional rights to use Special Olympics Ohio in advertising and promotions (pre-approved by SOOH)
- ◇ VIP Seating at Opening Ceremonies
- ◇ Company representatives invited to participate as Awards Presenters at competition venues
- ◇ Invitation to the Summer Games Honored Guest Reception on Friday, June 26th and Honored Guest Hospitality experience on Saturday, June 27th
- ◇ Recognition for partnership and check presentation at the Summer Games Honored Guest Reception
- ◇ Visual and verbal recognition at Opening Ceremonies
- ◇ Company included as Presenting Sponsor in event-related press releases
- ◇ Opportunity for a Special Olympics Ohio Athlete Leader to address your company at a function of your choice

Digital Benefits

- ◇ Company logo and link on SOOH website, event sponsor page, and on Facebook event page
- ◇ Company included as an event co-host on the Facebook event page
- ◇ Minimum of 10 unique mentions (tagging company, if applicable) and highlights of our partnership via 4 SOOH social media platforms (Facebook, Twitter, Instagram, and LinkedIn)
- ◇ Inclusion in a minimum of 3 email newsletters to nearly 20,000 loyal Special Olympics Ohio athletes, families, friends, volunteers, and supporters
- ◇ Company featured in a “partner spotlight” article in one email newsletter
- ◇ Opportunity to submit online offer or promotion in email newsletter

Venue and Collateral Benefits

- ◇ Company logo featured as the Presenting Sponsor on event sponsor signage at Opening Ceremonies and competition venues
- ◇ Booth space at Athlete Village which includes a 20x20 tent, sampling opportunities, booth space will include access to ice and electric
- ◇ Opportunity to provide signage to be placed around event sites (signage must be mutually agreed upon)
- ◇ Opportunity to provide one premium item for use around competition sites (i.e. pompoms, cheer sticks. Items must be mutually agreed upon)
- ◇ Two full color, full page ads in SOOH’s annual commemorative program book (ad provided by partner)
- ◇ Organization or company can insert a brief message to athletes in annual commemorative program book
- ◇ Reserved viewing space for your team to cheer on our athletes as Fans in the Stands
- ◇ Priority volunteer spots held for employees (based on availability)



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Champion Sponsorship \$25,000

Overall Benefits

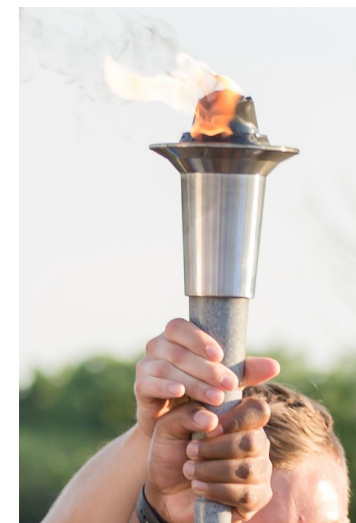
- ◇ Full promotional rights to use Special Olympics Ohio in advertising and promotions (pre-approved by SOOH)
- ◇ VIP Seating at Opening Ceremonies
- ◇ Company representatives invited to participate as Awards Presenters at competition venues
- ◇ Invitation to the Summer Games Honored Guest Reception on Friday, June 26th and Honored Guest Hospitality experience on Saturday, June 27th
- ◇ Recognition for partnership and check presentation at the Summer Games Honored Guest Reception
- ◇ Visual and verbal recognition at Opening Ceremonies
- ◇ Opportunity for a Special Olympics Ohio Athlete Leader to address your company at a function of your choice

Digital Benefits

- ◇ Company logo and link on SOOH website and on Facebook event page
- ◇ Minimum of 8 unique mentions (tagging company, if applicable) and highlights of our partnership via 4 SOOH social media platforms (Facebook, Twitter, Instagram, and LinkedIn)
- ◇ Inclusion in a minimum of 2 email newsletters to nearly 20,000 loyal Special Olympics Ohio athletes, families, friends, volunteers, and supporters
- ◇ Opportunity to submit online offer or promotion in email newsletter

Venue and Collateral Benefits

- ◇ Company logo featured as Champion Sponsor on event sponsor signage at Opening Ceremonies and competition venues
- ◇ Booth space at Athlete Village which includes a 20x20 tent, sampling opportunities, booth space will include access to ice and electric
- ◇ Opportunity to provide signage to be placed around event sites (signage must be mutually agreed upon)
- ◇ Opportunity to provide one premium item for use around competition sites (i.e. pom poms, cheer sticks. Items must be mutually agreed upon)
- ◇ Full color, full page ad in SOOH's annual commemorative program book (ad provided by partner)
- ◇ Reserved viewing space for your team to cheer on our athletes as Fans in the Stands



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Gold Sponsorship \$10,000

Overall Benefits

- ◇ VIP Seating at Opening Ceremonies
- ◇ Company representatives invited to participate as Awards Presenters at competition venues
- ◇ Invitation to the Summer Games Honored Guest Reception on Friday, June 26th and Honored Guest Hospitality experience on Saturday, June 27th
- ◇ Recognition for partnership at the Summer Games Honored Guest Reception
- ◇ Visual and verbal recognition at Opening Ceremonies
- ◇ Opportunity for a Special Olympics Ohio Athlete Leader to address your company at a function of your choice

Digital Benefits

- ◇ Company logo and link on SOOH website and on Facebook event page
- ◇ Minimum of 5 unique mentions (tagging company, if applicable) and highlights of our partnership via 4 SOOH social media platforms (Facebook, Twitter, Instagram, and LinkedIn)
- ◇ Inclusion in an email newsletter to nearly 20,000 loyal Special Olympics Ohio athletes, families, friends, volunteers, and supporters
- ◇ Opportunity to submit online offer or promotion in email newsletter

Venue and Collateral Benefits

- ◇ Company logo featured as Gold Sponsor on event sponsor signage at Opening Ceremonies and competition venues
- ◇ Booth space at Athlete Village which includes a 20x20 tent, sampling opportunities, booth space will include access to ice and electric
- ◇ Full color, half page ad in SOOH's annual commemorative program book (ad provided by partner)
- ◇ Reserved viewing space for your team to cheer on our athletes as Fans in the Stands
- ◇ Priority volunteer spots held for employees (based on availability)



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Silver Sponsorship \$5,000

Overall Benefits

- ◇ Seating at Opening Ceremonies
- ◇ Company representatives invited to participate as Awards Presenters at competition venues
- ◇ Recognition for partnership at the Summer Games Honored Guest Reception
- ◇ Visual and verbal recognition at Opening Ceremonies
- ◇ Opportunity for a Special Olympics Ohio Athlete Leader to address your company at a function of your choice

Digital Benefits

- ◇ Company logo on SOOH website and on Facebook event page
- ◇ Minimum of 3 unique mentions (tagging company, if applicable) and highlights of our partnership via 4 SOOH social media platforms (Facebook, Twitter, Instagram, and LinkedIn)
- ◇ Company name in an email newsletter to nearly 20,000 loyal Special Olympics Ohio athletes, families, friends, volunteers, and supporters

Venue and Collateral Benefits

- ◇ Company logo featured as Silver Sponsor on event sponsor signage at Opening Ceremonies and competition venues
- ◇ Booth space at Athlete Village which includes a 10x10 tent and sampling opportunities
- ◇ Reserved viewing space for your team to cheer on our athletes as Fans in the Stands



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Bronze Sponsorship \$2,500

Overall Benefits

- ◇ Seating at Opening Ceremonies
- ◇ Recognition for partnership at the Summer Games Honored Guest Reception
- ◇ Visual recognition at Opening Ceremonies
- ◇ Opportunity for a Special Olympics Ohio Athlete Leader to address your company at a function of your choice

Digital Benefits

- ◇ Company name on SOOH website and on Facebook event page
- ◇ Company name in an email newsletter to nearly 20,000 loyal Special Olympics Ohio athletes, families, friends, volunteers, and supporters

Venue and Collateral Benefits

- ◇ Company name listed as Bronze Sponsor on event sponsor signage at Opening Ceremonies and competition venues
- ◇ Booth space at Athlete Village which includes a 10x10 tent and sampling opportunities
- ◇ Reserved viewing space for your team to cheer on our athletes as Fans in the Stands



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Fans in the Stands/Athlete Village Sponsorship \$1,000

Overall Benefits

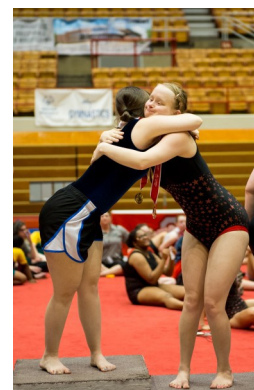
- ◇ Seating at Opening Ceremonies
- ◇ Recognition for partnership at the Summer Games Honored Guest Reception
- ◇ Opportunity for a Special Olympics Ohio Athlete Leader to address your company at a function of your choice

Digital Benefits

- ◇ Company name on SOOH website and on Facebook event page
- ◇ Company name in an email newsletter to nearly 20,000 loyal Special Olympics Ohio athletes, families, friends, volunteers, and supporters

Venue and Collateral Benefits

- ◇ Company name listed as Fans in the Stands Sponsor on event sponsor signage at Opening Ceremonies and competition venues
- ◇ Booth space at Athlete Village which includes a 10x10 tent and sampling opportunities
- ◇ Reserved viewing space for your team to cheer on our athletes as Fans in the Stands



Special Olympics Ohio makes a difference.



How?

Special Olympics supports nearly 22,000 athletes throughout the state of Ohio. Our athletes participate in everything from flag football to equestrian.

Our Mission

Special Olympics Ohio is part of the global inclusion movement using sports, health education, and leadership programs to empower people with intellectual disabilities giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendship with their families, other Special Olympics athletes, and the community.

We offer **18** different sports at no cost to our athletes thanks to the **10,000** active volunteers and coaches across the state.

We are a global movement.

Special Olympics Ohio is part of a global movement of 2.25 million athletes and 1+ million volunteers and coaches in every region of the world.

With our Healthy Athletes program, Special Olympics has become the largest public health organization specifically for people with intellectual disabilities. **People with intellectual disabilities have a 40% higher risk for several preventable health conditions than the general population.**

1 in 6 families are touched by Special Olympics in the United States.

Per focus group feedback, there is a **95% favorability** toward the Special Olympics organization.

People with intellectual disabilities who participate in Special Olympics are **50% more likely to be employed** than those who do not participate.



Special Olympics Ohio

3303 Winchester Pike, Columbus, 43232, Tel 614.239.7050 Fax 614.239.1873

www.sooh.org Twitter soohio

Created by the Joseph P. Kennedy Jr. Foundation for the benefit of persons with intellectual disabilities

For more info, please contact:



Christine Hoyer

Chief Development Officer
Special Olympics Ohio
3303 Winchester Pike
Columbus, OH 43232
choyer@sooh.org
614-239-7050



Rebecca Bailey

State Summer Games Committee
Development Director
rbailey@columbusschoolforgirls.org



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Sponsorship Commitment Form

Yes! We will support Special Olympics Ohio by sponsoring the 2020 Summer Games at the following level(s):

- | | | |
|---|--------------------------------------|--|
| <input type="radio"/> \$50,000 Presenting | <input type="radio"/> \$10,000 Gold | <input type="radio"/> \$2,500 Bronze |
| <input type="radio"/> \$25,000 Champion | <input type="radio"/> \$5,000 Silver | <input type="radio"/> \$1,000 Fans in the Stands/Athlete Village |

Sponsor Information

Corporate _____ Individual _____ Foundation _____

Contact Name: _____ Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Twitter: _____ Facebook: _____ Instagram: _____

Please indicate if you would like your name/company to appear on event materials: Yes No

Please indicate how you would like your name/company to be listed on event materials: _____

Payment information (Checks should be made payable to Special Olympics Ohio):

Visa _____ MasterCard _____ American Express _____ Check _____ Invoice Account Number: _____

Expiration Date: _____ CVV/Security code: _____

Name On Card: _____

Please submit completed form to:

Christine Hoyer, Chief Development Officer, Special Olympics Ohio 3303 Winchester Pike,
Columbus, OH 43232

choyer@sooh.org or fax to 614-239-1873

Estimated fair market value of your _____ sponsorship is _____.

Per IRS regulations, the tax deduction is limited to the excess of the payment over the fair market value.

** To receive maximum sponsorship exposure, please submit the sponsorship commitment form no later than May 1st **