

Without Special Olympics,
I wouldn't have **dreams.**

– *Special Olympics Idaho Athlete David*

Partnership Opportunities



Special Olympics
Idaho

Photo courtesy Susan Valiquette

Through the power of sport, Special Olympics Idaho is creating communities of acceptance and inclusion for all people.

Won't you join us as we help to release the champion within?



MISSION

To provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults 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.

Since 1971, Special Olympics Idaho has provided unique opportunities for people with intellectual disabilities, allowing them to become involved, contributing members of our communities and of society as a whole.

KEY FACTS

There are **35,000+** people living with intellectual disabilities in Idaho.

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

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

Special Olympics has a **95% brand recognition rate** in the United States.

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

Athletes participate **at no cost** to themselves or their families.

Admission to all Special Olympics Idaho sporting events is **free**.

Special Olympics Idaho provides a **lifelong opportunity** for athletes of all ages starting at age 2.

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

SPECIAL OLYMPICS IDAHO

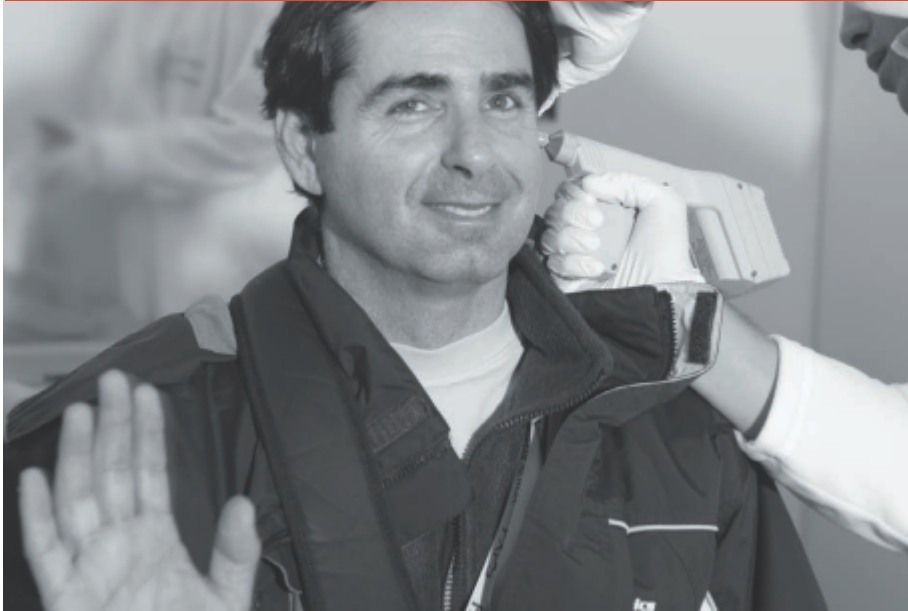
Supports over **3000 athletes** statewide

Offers 16 different Olympic-type sports

Holds **15 competitions** annually and year-round athlete training

Has over **9,000 volunteers** statewide

A partnership with Special Olympics Idaho is a partnership with our communities.



Special Olympics Healthy Athletes®(above)

Special Olympics Idaho transforms communities by inspiring people to open their minds, to accept and include people with intellectual disabilities, celebrating differences among all people... recognizing and respecting the similarities we all share.



For as we hope for the best in them, hope is reborn in us.

—Eunice Kennedy Shriver
Executive Vice President, Joseph P. Kennedy, Jr. Foundation
Founder and Honorary Chairperson, Special Olympics

SPECIAL OLYMPICS IDAHO INITIATIVES

Young Athletes Program

Young Athletes introduces those aged 2-7 years with intellectual disabilities and their families to the world of Special Olympics by engaging children in activities to foster physical, cognitive, and social development; and also raises awareness of the abilities of children with intellectual disabilities.

Special Olympics Healthy Athletes®

Healthy Athletes is a multi-faceted program that helps Special Olympics athletes improve their health and fitness, embrace the sports experience and improve their well being, through a series of free health screenings offered by local volunteer medical professionals.

Special Olympics Unified Sports®

Unified Sports brings athletes with and without intellectual disabilities together on the same playing field to help develop specific athletic skills, build confidence and self-esteem, and increase understanding of persons with differing abilities.

Get Into It

Get Into It is a school-based curriculum that helps teachers and students promote awareness and acceptance of people with intellectual disabilities, and is available to school districts via Special Olympics Idaho and Special Olympics, Inc.

Partners Clubs

The Partners Club is a unique school-based program that teams students with and without intellectual

disabilities through sports training and competition in Unified Sports, and also offers social and recreational opportunities.

Athlete Leadership Program

The Athlete Leadership Program fosters personal growth and self-confidence by allowing athletes to explore roles previously considered “non-traditional,” such as serving on the Board of Directors or as a committee member, acting as a spokesperson, team captain, coach or sports official.

Project UNIFY

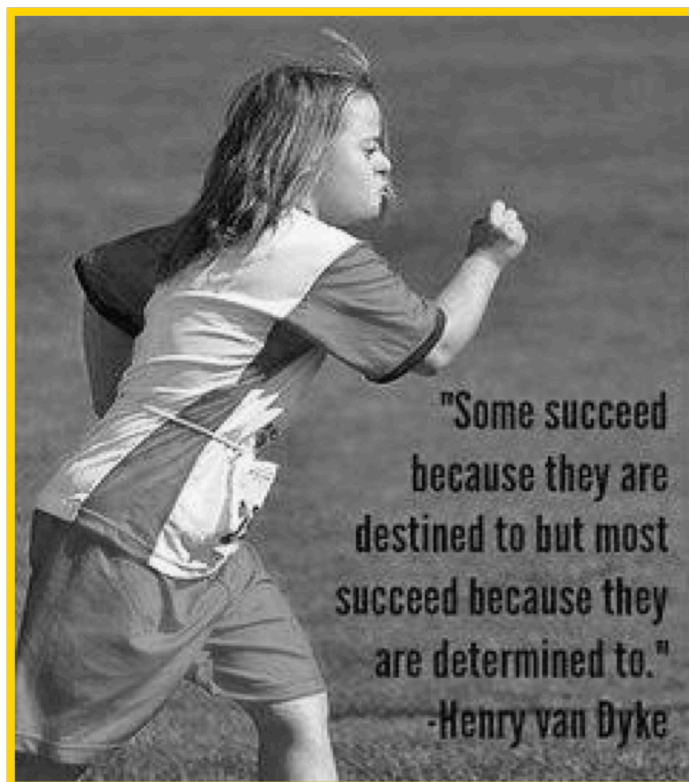
Project UNIFY’s goal is to activate young people to develop school communities where all young people are agents of change —fostering respect, dignity and advocacy for people with intellectual disabilities by utilizing the programs and initiatives of Special Olympics. Some of the programs within Project UNIFY include: Annual Youth Summit, Youth Games, Youth Activation Committee and the Spread the Word Campaign.

MATP

The Special Olympics Motor Activities Training Program (MATP) is designed for persons with profound disabilities who do not yet possess the physical and/or behavioral skills necessary to participate in Official Special Olympics Sports. The goal of MATP is for athletes to achieve their personal best during competition, in effect, they are competing against themselves rather than another athlete.

A Partnership with Special Olympics Idaho is Win-Win!

- The Special Olympics Idaho Partnership Package is designed to fit into your existing sales and communications programs. The benefits are building blocks you can add to your own integrated marketing initiatives. And, they give you the flexibility to achieve a wide range of objectives. You can increase sales, enhance your image, introduce new products/services, strengthen business and shareholder relationships, as well as boost employee morale!
- Consumer values have changed and a company's level of social responsibility and community involvement is now a key factor in their purchasing decisions. Creating brand preference and driving sales are just two of the many reasons that companies partner with Special Olympics Idaho.
- Special Olympics Idaho can help create a lasting relationship that will enhance your company's image as a good corporate citizen while strengthening business relationships and improving employee morale. Your support will not only help children and adults with intellectual disabilities to overcome obstacles and achieve miracles, but also demonstrates a commitment to caring within your community and to your customers.
- Special Olympics Idaho is present in almost every community statewide.
- A Partnership with Special Olympics Idaho offers your company an opportunity to reach out to new audiences, ones you may not otherwise reach such as government officials, consumers and businesses.
- An association with Special Olympics Idaho creates an opportunity for your company and employees to participate in an established global movement that continues to bring joy to millions.
- Media Coverage — Special Olympics Idaho continues to provide outstanding and significant media coverage of its athletes, competitions and Partners.
- Little else can match the courage, effort and pure human achievement that Special Olympics Idaho athletes so naturally exhibit, on and off the sports field. Their display of skills, determination and joy leaves spectators inspired.
- Whether measuring bottom line impact or emotional appeal, Special Olympics is the **WINNING PLATFORM**, internationally, and here in Idaho!



Please join us!

BENEFITS OF PARTNERSHIP

- Build brand equity with local impact through a global non-profit
- Offer extensive year-round engagement opportunities for your employees
- Grow customer loyalties through meaningful community citizenship

FUNDING

- Of every dollar raised for Special Olympics Idaho
- \$.83 Supports programs directly impacting athletes including training and competition
 - \$.12 Is dedicated to public education
 - \$.05 Contributes to administration and fundraising

YEAR-ROUND SPONSOR EXPOSURE

Key events are highlighted below. For a complete event listing, please visit our website www.idso.org.

February
Regional Winter Games

March
State Floor Hockey

June
State Summer Games

October
Fall Regional Competition

November
Statewide Bowling

Year-Round
Law Enforcement Torch Run Events like "Tip-A-Cop," Plunges, Dumpster Dives, Building Sits, Runs



photo ©Richard Corman

Special Olympics funding comes from the generous donations of individuals, businesses and corporations, as well as from private grants and foundations. Through public awareness and volunteer recruitment, we hope to reach and serve potential athletes who are waiting for their opportunity to participate.

Contact us now to learn more about becoming a Partner and change lives through the power of sports.

Special Olympics
Idaho



199 E. 52nd Street ♦ Garden City, Idaho, 83714 ♦ www.idso.org ♦ 208-323-0482, EXT 12

Special Olympics Idaho is a registered 501 (c)(3), non-profit organization supported entirely by private contributions, corporate sponsorships, grants and foundations.

Partnership Activation: Positive outcomes for your company and employees!



Employee Engagement Opportunities

It is the precise moment that you meet a Special Olympics athlete that you understand the critical importance of what Special Olympics Idaho brings to the often-neglected and, many times, misunderstood population of people with intellectual disabilities.

We invite you through our year-round calendar of events and activities to join Special Olympics as our partner in bringing a variety of events and initiatives to our athletes, but also to make the opportunity available to your employees and colleagues to join in supporting Special Olympics Idaho through available volunteer roles and other engagement opportunities.

Whether awarding medals at our State or Regional Games, helping prepare lunches for an event, fundraising through our special events or leading a team challenge at our Fire Truck Pull, we can work with you to align the best events and initiatives for your company and, in return, provide you and your team with **experiences of a lifetime.**

For information on how you can customize an employee engagement program to fit your community relations goals and objectives, please contact Laurie La Follette at llafollette@idso.org or (208) 323-0482 ext. 12.



SPECIAL OLYMPICS IDAHO SPONSORSHIP BENEFITS

PLATINUM SPONSOR

\$ 25,000+

“Presenting Sponsor” of two (2) Special Olympics Idaho Initiatives of choice: Young Athletes, Healthy Athletes, Unified Sports, SO Get Into It or Partners Clubs, State Winter or State Summer Games

Company spokesperson speaking opportunity at sponsored initiative events

Company messaging, logo & link in newsletter (Quarterly with 10,000 circulation)

Premier mention as a Platinum Sponsor in all media news releases (approximately 12–18 per year)

Exclusive logo on the front of any apparel branded specifically for sponsored initiative, adjacent to Special Olympics Idaho logo

Logo on back of State Winter Games and State Summer Games volunteer shirts (approximately 3,000 quantity)

Logo & link on Special Olympics Idaho web site home page (estimated 10,000 to 20,000 views per month)

Banner signage produced and displayed by Special Olympics Idaho at State Winter Games or State Summer Games

Premier banner signage produced by Special Olympics Idaho at sponsored initiative events

Employee Engagement: Opportunity for company employees and/or spokespersons to walk into Opening Ceremonies of State Winter Games and State Summer Games with athletes and teams

Employee Engagement: Opportunity for company employees and/or spokespersons to present awards and medals at State Winter Games and State Summer Games

Employee Engagement: Ten (10) reserved volunteer slots for company employees and/or spokespersons at any/all Special Olympics Idaho events

Reserved seating at State Winter Games and State Summer Games Opening Ceremonies

Corporate Table for ten (10) people at Special Olympics Idaho annual gala

Opportunity to provide company-branded goody bags and/or to distribute product, promotions and/or collateral at all Special Olympics Idaho events (approximately 10 events per year)

Authorized to use Special Olympics Idaho name and logo in sponsor materials with approval by Special Olympics Idaho

Platinum Sponsor Overview

The Platinum Sponsor benefits package positions this sponsor company as the “Presenting Sponsor” of a key Special Olympics Idaho Initiative of choice. These initiatives provide crucial year-round programming to our athletes and our communities through education, inclusion and advocacy. This year-round sponsorship includes various elements of recognition, marketing and communications outreach and employee engagement opportunities.



Special Olympics Idaho Sponsorship Benefits

GOLD SPONSOR

10,000+

“Presenting Sponsor” of one (1) Special Olympics Idaho Event of choice: State Summer or State Winter Games or a signature fundraising event

Logo & link in newsletter (Quarterly with 10,000 circulation)

Mention as a Gold sponsor in all media news releases (approximately 12–18 per year)

Exclusive logo on the front of any apparel branded specifically for chosen sponsored event, adjacent to Special Olympics Idaho logo

Logo on back of State Winter Games and State Summer Games volunteer shirts (approximately 3,000 quantity)

Logo on back of all Special Olympics Idaho event t-shirts (approximately 3,000 quantity)

Logo & link on Special Olympics Idaho web site sponsor page

Banner signage produced and displayed by Special Olympics Idaho at presenting sponsor’s event of choice

Employee Engagement: Opportunity for company employees and/or spokespersons to present awards and medals at State Winter Games and State Summer Games

Employee Engagement: Ten (10) reserved volunteer slots for company employees and/or spokespersons at presenting sponsor’s event of choice

Reserved seating at State Winter Games and State Summer Games Opening Ceremonies

Opportunity to provide branded-goody bags and/or to distribute product, promotions and/or collateral at State Winter Games, State Summer Games or chosen sponsored event

Authorized to use Special Olympics Idaho name and logo in sponsor materials with approval by Special Olympics Idaho

Gold Sponsor Overview

The Gold Sponsor benefits package positions this sponsor company as the “Presenting Sponsor” of a Special Olympics Idaho fundraising event of choice or “Presenting Sponsor” of State Winter or Summer Games. These events provide strong community outreach and involvement, vital year-round fundraising and unique, fun ways to involve company employees in the Special Olympics movement. This year-round sponsorship includes various elements of recognition, marketing and communications outreach and employee engagement opportunities.



Special Olympics Idaho Sponsorship Benefits

SILVER SPONSOR

\$ 5,000+

Silver Sponsor Overview

The Silver Sponsor benefits package positions this sponsor company as a generous supporter of Special Olympics Idaho. This year-round sponsorship includes various elements of recognition, marketing and communications outreach and employee engagement opportunities.

Logo in newsletter (Quarterly with 10,000 circulation)

Mention as a Silver sponsor in appropriate media news releases (approximately 12-18 per year)

Logo on back of State Winter Games and State Summer Games volunteer shirts (approximately 3,000 quantity)

Logo on back of all Special Olympics Idaho event t-shirts (approximately 3,000 quantity)

Logo & link on Special Olympics Idaho web site sponsor page

Banner signage produced by Special Olympics Idaho at State Winter Games and State Summer Games

Employee Engagement: Ten (10) reserved volunteer slots for company employees and/or spokespersons at any/all Special Olympics Idaho events

Reserved seating at State Winter Games and State Summer Games Opening Ceremonies

Corporate Table for ten (10) people at Special Olympics Idaho's annual fundraising gala

Opportunity to distribute product, promotions and/or collateral at State Winter Games and State Summer Games

Authorized to use Special Olympics Idaho name and logo in sponsor materials with approval by Special Olympics Idaho

BRONZE SPONSOR

\$ 2,500+

Bronze Sponsor Overview

The Bronze Sponsor benefits package positions this sponsor company as a supporter of Special Olympics Idaho. This year-round sponsorship includes various elements of recognition, marketing and communications outreach and employee engagement opportunities.

Logo in newsletter (Quarterly with 10,000 circulation)

Logo on back of all Special Olympics Idaho event t-shirts (approximately 3,000 quantity)

Logo & link on Special Olympics Idaho web site sponsor page

Employee Engagement: Five (5) reserved volunteer slots for company employees and/or spokespersons at any/all Special Olympics Idaho events

Authorized to use Special Olympics Idaho name and logo in sponsor materials with approval by Special Olympics Idaho

Banner signage produced by Special Olympics Idaho at State Winter Games and State Summer Games

Reserved seating at State Winter Games and State Summer Games Opening Ceremonies

Opportunity to distribute product, promotions and/or company collateral at State Winter Games and State Summer Games

Mention as Bronze Sponsor in appropriate media news releases (approximately 12-18 per year)

