



# Tasting Room



**Special  
Olympics**  
Washington

**2021 Sponsorship Opportunities**

## About Special Olympics Washington

*We are a catalyst for inclusion!*

*Special Olympics Washington is the leader in sports, inclusive health and community building, empowering children and adults with intellectual disabilities to be valued on and off the playing field.*

Special Olympics is changing the lives of people with intellectual disabilities through programming in sports, health, education and community building. Special Olympics is able to remove barriers and stigmas that people with intellectual disabilities face, and to share with the community the gifts and talents they possess. Everyone who comes in touch with Special Olympics is impacted in a way that helps them strive to achieve their personal best.

### THE OPPORTUNITY

- Special Olympics is one of the most recognizable and beloved brands, with 95% positive brand recognition in the United States
- Reinforce your brand position and community involvement throughout the entire state of Washington
- Effectively reach families from a wide geographic area
- Connect and involve with Special Olympics Washington's supporters, donors and partners
- Continue the Legacy of the Special Olympics USA Games

180K residents of WA  
have Intellectual  
Disabilities

SOWA serves 19,500  
Athletes and Unified  
Partners

10K Coaches &  
Volunteers support  
SOWA

## **2021 Tasting Room: Rekindle the Flame of Hope**

### **Overview:**

We are so proud of the two decades of sharing inspiring stories and celebrating community together through our Tasting Room gala. By partnering with our generous sponsors, donors, celebrity chefs, wineries and businesses to host a beautiful cocktail hour, four-course dinner, and live and silent auction, we have been able to raise millions of dollars to provide direct support to the thousands of athletes and families we serve. For that, we are so grateful.

### **An In-Person and Virtual Event!**

We are thrilled to be back in-person for this year's Tasting Room but will continue to offer a virtual viewing option for those who wish to remain physically distant or cannot attend. No matter where you are in Washington State or beyond, join us for an inspiring night as we rekindle the Flame of Hope and bring Special Olympics Washington supporters back together.

### **Celebrate with Us!**

- Saturday, October 23, 2021 | 6:00 p.m.
- Production will take place at Fremont Studios in Seattle and a virtual option will be available via YouTube Live.
- Presentation will include inspiring stories of resilience, guest speakers, giveaways, live auction and Raise the Paddle to help fund Team Washington at the 2022 USA Games and the future of Special Olympics Washington.



## **2021 Tasting Room: Rekindle the Flame of Hope**

For 18 months ball fields, swimming pools, and bowling alleys have been empty. Medals have sat on shelves, and gloves have gathered dust. While many Special Olympic athletes were able to embrace the new digital world that took over, others were left in the dark due to accessibility. But, we are happy to share **we - are - back**. Cheers are once again shouted at the sidelines. Athletes are once again in uniform. And the Flame of Hope in Washington State has been rekindled.

Your support of the 2021 Tasting Room will show athletes, families and the community that your company believes in providing continuing opportunities for thousands of individuals with intellectual disabilities across the state who are excited to get back to competition, health programs and interacting with their friends and coaches.

Special Olympics Washington is committed to providing our athletes and families with the support they need throughout the pandemic and beyond by continuing to assist with technology gaps, basic needs, at home training kits, equipment and most importantly, the opportunity to return to the field of play.

A partnership with Special Olympics Washington through the Tasting Room makes a powerful statement about your company's commitment to innovation, the importance of community and the value you place on human potential for those with intellectual disabilities.

## Sponsorship Opportunities

### Presenting Sponsor | \$25,000

- 2021 Tasting Room presented by COMPANY name
- Prominent logo inclusion on Tasting Room event page and registration page
- Prominent logo/name inclusion in all pre and post event digital marketing including;
  - Event postcard
  - E-communications
  - Event catalog
  - Pre-recorded videos
  - Presentation pre-show slideshow and throughout presentation
  - Post-event thank you
- Verbal recognition as Presenting Sponsor in pre-recorded and live videos
- Opportunity for company representative to provide remarks shown on event day
- Full page ad in event catalog
- Recognition on event specific social media posts (Facebook, Instagram, Twitter and LinkedIn)
- Opportunity to place gift item in Tasting Room 'Takeout Boxes' (500 pieces)
- Two tables of 10 OR 20 'Takeout Boxes' to be delivered before event
- Opportunity to provide high-ticket giveaway item during live portion of event celebration
- Special post event thank you video from Special Olympics Washington athlete(s) to be shared on social media
- Recognition in 2021 Special Olympics Washington annual report

### Year-Round Partner Benefits include:

- Designation as Bronze Level Sponsor of Special Olympics Washington
- Verbal recognition as a Bronze Level Sponsor at four State Games Opening Ceremonies
- Rights to use Special Olympics Washington marks
- Branded online portal for volunteer opportunities
- Reserved volunteer roles for employees to volunteer at SOWA competitions and events throughout the year
- Recognition in Special Olympics Washington quarterly e-newsletter
- Logo inclusion on Special Olympics Washington website as year-round partner

## **Gold Sponsor | \$15,000**

- Recognition as 2021 Tasting Room Gold Sponsor
- Logo inclusion on Tasting Room event page and registration page
- Logo/name inclusion in all pre and post event digital marketing including;
  - Event postcard
  - E-communications
  - Event catalog
  - Pre-recorded videos
  - Presentation pre-show slideshow and throughout presentation
  - Post-event thank you
- Verbal recognition as Gold Sponsor in pre-recorded and live videos
- Half page ad in event catalog
- Recognition on event specific social media posts (Facebook, Instagram, Twitter and LinkedIn)
- Opportunity to place gift item in Tasting Room 'Takeout Boxes' (500 pieces)
- One table of 10 OR 10 'Takeout Boxes' to be delivered before event
- Opportunity to provide high-ticket giveaway item during live portion of event celebration
- Special post event thank you video from Special Olympics Washington athlete(s) to be shared on social media
- Recognition in 2021 Special Olympics Washington annual report

## **Silver Sponsor | \$7,500**

- Recognition as 2021 Tasting Room Silver Sponsor
- Logo inclusion on Tasting Room event page and registration page
- Logo/name inclusion in all pre and post event digital marketing including;
  - E-communications
  - Event catalog
  - Pre-recorded videos
  - Presentation pre-show slideshow and throughout presentation
  - Post-event thank you
- Half page ad in event catalog
- Tag/call out on event specific social media posts (Facebook, Instagram, Twitter and LinkedIn)
- Opportunity to place gift item in Tasting Room 'Takeout Boxes' (500 pieces)
- One table of 10 OR 10 'Takeout Boxes' to be delivered before event
- Opportunity to provide high-ticket giveaway item during live portion of event celebration

## **Bronze Sponsor | \$3,500**

- Recognition as 2021 Tasting Room Bronze Sponsor
- Logo inclusion on Tasting Room registration page
- Logo/name inclusion in all pre and post event digital marketing including;
  - E-communications
  - Event catalog
  - Presentation pre-show slideshow and throughout presentation
  - Post-event thank you
- Half page ad in event catalog
- Opportunity to place gift item in Tasting Room 'Takeout Boxes' (500 pieces)
- One table of 10 or 10 'Takeout Boxes' to be delivered before event
- Opportunity to provide high-ticket giveaway item during live portion of event celebration

## **Virtual Sponsor | \$2,500**

- Logo Recognition during virtual event broadcast
- Logo inclusion on Silent Auction website page (closes prior to event)
- Two (2) 'Takeout Boxes' to be delivered before event

## **Sideline Supporter | \$1,500**

- Name listed in event catalog
- One (1) Tasting Room 'Takeout Box' to be delivered before event



## The Impact

At Special Olympics Washington, we believe that sports can teach us all important lessons. When we train and strive for a goal, it teaches us to dream. When we struggle, it teaches us determination. When we win, we find joy. And if we lose, we can find the strength to try again. Our sports events bring together a large and inclusive community of athletes, supporters and families, coaches, volunteers and many others. The athletes are at the center of it all. They become the heroes — to the shared joy of themselves, their families and their communities. These events help us all rediscover the purity of sports — and real athletic pursuits — based on true Olympic ideals. Your support tells the world you are committed to community and inclusion for all.

## Thank You!

### **Tina O'Brien**

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