



Special Olympics Washington

Builds Communities and Leads in Wellness through Sports and Inclusion

Breakfast
| CHAMPIONS



Special Olympics
Washington

Sponsorship Opportunities

Special Olympics



Global Mission and Reach

Our Global Mission

Special Olympics Washington provides 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 the sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

Through sports, our athletes celebrate their abilities, not their disabilities. Their world opens with acceptance and understanding. They become confident and empowered by their accomplishments. They make new friends, joining the most inclusive community on the planet — a global community that's growing every day.

Global Outreach

- 4.4 million Athletes
- 170 countries
- 52 U.S./220 worldwide programs
- 32 Olympic-type sports
- More than 1 million coaches & volunteers



Special Olympics is the world's largest sports organization and public health program for people with intellectual disabilities.

Special Olympics Washington

Builds Communities and Leads in Wellness through Sports and Inclusion

Special Olympics sports are transformative experiences that bring out pride, courage and joy in athletes – while inviting families and entire communities to join in the celebration. The Special Olympics sports experience has always been rooted in a radical notion: That every person has the capacity to be an Olympian, and that human greatness is defined more by the spirit than the body.

Sports are at the heart of Special Olympics because they are universal. Sports are understood and celebrated by all people, regardless of race, nationality, gender, economic level, religion and— thanks in large part to Special Olympics—intellectual ability. Athletes with and without intellectual disabilities compete according to the same rules and have the same motivations, the same goals, and reap the same benefits.

Special Olympics is the world’s leading voice in elevating awareness of the needs and abilities of people with intellectual disabilities. Sports are at the heart, but our ultimate goal is to use stories of athletes’ achievements, skills and challenges to educate, engage and ultimately change attitudes toward people with intellectual disabilities.



Special Olympics Washington Reach

- 17,000 Special Olympics Washington athletes
- 17 Olympic-type sports
- 10,000 coaches, volunteers & Unified Partners
- 70,000 unique website views/year
- 8,000 social media followers





Tuesday, May 23, 2017
WaMu Theatre at CenturyLink
Seattle, Washington

The **Breakfast with Champions** is an inspirational morning that brings together 1,000 community leaders, corporate executives, Special Olympics families and supporters that includes keynote speakers, athlete speakers and the overall sharing and celebrating of the Special Olympics movement.

Breakfast with Champions is Special Olympics Washington's largest annual fundraising event. The money raised through this event supports the vision of Special Olympics, to help bring all persons with intellectual disabilities into the larger society under conditions whereby they are accepted, respected and given the chance to become useful and productive citizens.

In addition to the sharing of motivational and inspiring stories, Special Olympics Washington will recognize the Male and Female Athlete of the Year presented by Coca-Cola Refreshments.



Contact

Mary Do, Assistant VP of Development
Special Olympics Washington

Phone: (206) 681-9357

Email: mdo@sowa.org

Website:

www.SpecialOlympicsWashington.org



2017 SPONSORSHIP OPPORTUNITIES

Breakfast with Champions Title Sponsorship Investment: \$25,000

Sponsor Benefits Include:

- Presenting Sponsorship of the Breakfast with Champions - Seattle
- Category exclusivity of the Breakfast with Champions - Seattle
- Up to three preferred tables of ten (10) guests each table at Seattle event
- One preferred table of ten (10) guests at the Breakfast with Champions in Spokane (Oct)
- On-stage presence to include welcome from Comcast
- On-site company branded Hashtag Campaign made live at event through Tagboard:
 - Company logo on designated Tagboard screen
 - Verbal announcement from stage to encourage attendees to participate
 - Branded company Hashtag on video screens
 - Branded company Hashtag table tent on every table at event
- Keynote Speaker to be seated at the sponsor table
- Company name and logo in published programs
- Full page advertisement published in programs
- Company recognized in event news releases
- Company recognized through social media platforms
- Company name and logo on video loop throughout events
- Approved use of Special Olympics Washington logo in company publications and web site (pre-approval requested)
- Recognized as Breakfast Sponsor on Special Olympics Washington web site
- Space for one on-site banner (provided by company)
- Company logo on table tents at every table throughout event
- Company recognized in newsletter leading up to the event
- Company recognized in social media outlets leading up to the event

Social Media Hashtag Campaign

- Five-week Twitter and Facebook Hashtag posts leading up to the Breakfast with Champions – each week a local athlete will be highlighted through the Company Branded/Special Olympics Washington Hashtag Campaign

Platinum Level Sponsorship

Investment: \$10,000

Sponsor Benefits Include:

- Two preferred tables of 20 guests
- Company name and logo in published program
- Full page advertisement published in programs
- Company name and logo on video loop shown at event
- Verbally recognized from podium
- Company recognized through social media platforms
- Recognized as Breakfast Sponsor on Special Olympics Washington web site
- Space for one on-site banner (provided by company)
- Company logo on table tents at every table

Gold Level Sponsorship

Investment: \$5,000

Sponsor Benefits Include:

- One preferred tables (10 seats) at event
- Company logo in published program
- Half page advertisement published in programs
- Company recognized through social media platforms
- Company logo on video loop shown at event
- Company logo on table tent at every table

Silver Level Sponsorship

Investment: \$3,000

Sponsor Benefits Include:

- One preferred table (10 seats) at event
- Company name in published program
- Quarter page advertisement published in programs
- Company recognized through social media platforms
- Company name on video loop

Table Host / Athlete Table Sponsor

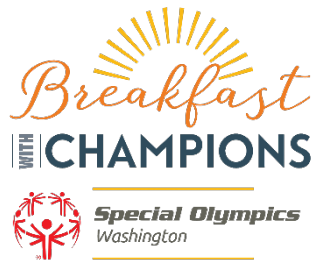
Investment: \$1,500

Sponsor Benefits Include:

- One table (10 seats) at event
- Company name on video loop shown at event

Preferred tables are expected to be filled by guests interested in personally supporting Special Olympics Washington in its efforts to continue providing programming opportunities for children and adults with intellectual disabilities.

Table(s) may also be donated back to Special Olympics Washington, providing seating for Special Olympics Washington athletes and their families to attend the event.



2017 SPONSORSHIP COMMITMENT FORM

Company Name: _____

Contact Person: _____

Address: _____

City, State Zip: _____ Phone: _____

Email: _____ Website: _____

I am the Table Captain

The Table Captain is: _____ Email: _____

Sponsor Level Selected

Presenting Sponsor - \$25,000

Silver Level Sponsor - \$3,000

Platinum Level Sponsor - \$10,000

Table Host/Athlete Sponsor - \$1,500

Gold Level Sponsor - \$5,000

Payment Method:

Please charge my: VISA Mastercard American Express

Card Number: _____ Exp. Date: _____

Name on Card: _____ Signature: _____

Please make checks payable to Special Olympics Washington:

1809 7th Avenue, Ste 1509, Seattle WA 98198.

Please send this commitment form to: Mary Do via fax at (206) 361-8158 or by email at mdo@sowa.org. For questions, please call: (206) 681-9375.