



INSPIRE
GREATNESS



Special Olympics
Alaska

Corporate Partnerships

Investing in Individual Skill and Community Success

Special Olympics — A Global Movement

Special Olympics Alaska (SOAK) is an accredited chapter of Special Olympics Inc (SOI), a global non-profit organization that provides year-round sports training and competition to children and adults with mental retardation. For every family with a loved one who has a cognitive or developmental disability, Special Olympics has become a symbol of hope ... hope that they can develop physical fitness, demonstrate courage, experience joy in achievement and become accepted and productive citizens.

The Joseph P. Kennedy Foundation Incorporated Special Olympics in 1968. What started as a day camp in Eunice Kennedy Shriver's backyard has grown to become the largest program of its kind. Today, this international program serves over one million athletes in more than 180 countries.

Every other year, Special Olympics brings the world together to compete in international-level games. These World Games alternate between Winter and Summer sports. In March 2001, Alaska will host the Special Olympics World Winter Games, an exciting and unique opportunity to showcase our state to nearly 7,000 athletes, coaches, family members and supporters from more than 80 countries.

Special Olympics

Over 30 decades in Alaska



Special Olympics Alaska (SOAK) Special Olympics Alaska incorporated as a 501-c-3 non-profit organization in 1969, giving individuals continuous opportunities to hone sports and living skills, and delivering a venue to strengthen bonds between families and neighbors. Today, SOAK offers training and competition in 14 Olympic-type sports, year-round, in about 20 communities across the state.

Although Special Olympics was created by The Kennedy Foundation, Special Olympics Alaska is not funded by the foundation. Because Special Olympics programs are offered at no cost to athletes, SOAK must raise enough money each year to insure a solid program of training and competition.

We've done that for nearly 700 athletes statewide. Yet, the fact is that there are literally thousands more Alaskans who are eligible to participate in Special

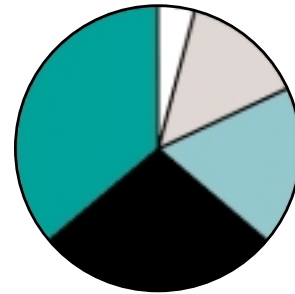
Olympics. [YOUR FINANCIAL ASSISTANCE CAN HELP MORE ALASKANS BECOME INVOLVED.](#)



Revenue Flow

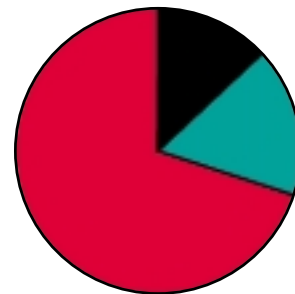
Alaska

“As business people, it is second nature to measure success by the bottom line. Frankly, if this were the only consideration in evaluating an investment in Special Olympics Alaska, it would earn our blessing and support from this standpoint alone. By enriching our communities and the lives of our neighbors, SOAK ultimately reduces the drain on social services ... services that we must pay for. And, those companies that encourage their employees to lend a helping hand during Special Olympics events and competitions have found that an extraordinary camaraderie is developed, which cannot be duplicated in the business world. The bottom line: Special Olympics Alaska delivers a lot of bang for the buck. — BP Exploration, Premier Sponsor



- Public and Sponsor Donations **36%**
- Promotion and Special Events **28%**
- Grants and Appropriations **18%**
- Gaming Revenue **14%**
- Other/Miscellaneous **4%**

Spending



- Program (Games) Expenses **70%**
- Management & General Expenses **17%**
- Fund-raising Expenses **13%**

Sponsor Levels



Year-round Sponsorship provides program support and recognition all year, to include:

State Competitions

- **Summer Games** in June include nearly 400 athletes, 1,000 volunteers, and hundreds of family members and spectators.
- **Winter Games** in March include about 300 athletes, 500 volunteers, and hundreds of family members and spectators.
- **Bowling Tournament** in November includes about 300 athletes, 500 volunteers, and hundreds of family members.
- **Equestrian Tournament** in August includes dozens of athletes and volunteers, and hundreds of family members.

Selected Statewide Fund-raising Events

- **Law Enforcement Torch Run** in May includes peace officers participating in local runs throughout Alaska, with the ceremonial final leg kicking off the Opening Ceremonies at Summer Games.
- **Golf Tournament** in July includes hundreds of golfing teams from all over the Anchorage bowl.
- **BOMA/IREM Auction** in November has become the forum for presenting SOAK's annual awards and for raising money for both the state Special Olympics program and the 2001 Special Olympics World Winter Games.
- **World Games Sponsor-an-Athlete.** Alaskan athletes can and do qualify to compete in SOI World Winter and Summer Games, which alternate every other year in cities around the globe. This international competition equates to the mainstream Olympic Games. *The Special Olympics 2001 World Winter Games is in Alaska! This is an excellent opportunity to sponsor one of the home team for competition on the home turf!*



Year-Round Sponsor Levels

Blue Ribbon	\$2,500-4,999	Premier	\$50,000-plus
Platinum	\$30,000-49,999	Gold Medal	\$20,000-29,999
Silver Medal	\$10,000-19,999	Bronze Medal	\$5,000-9,999

Seasonal or Venue Sponsorship There are three seasonal (games or tournament) sponsorships available, along with dozens of specific sport venue or event sponsorships. Sponsorship of one of the special fund-raising events listed above is considered seasonal-level.

Summer Games. Sponsor the entire games, a sport venue or specific sports event. Venues include:

- **Athletics (Track & Field)** — held at a high school track
- **Aquatics (Swim & Dive)** — held at a city Olympic size pool
- **Gymnastics** — held at a city or commercial gymnastics facility
- **Powerlifting** — held at city or commercial weightlifting facility
- **Basketball** — held at a high school or college gym.

Examples of a specific event to sponsor include the 800m Run, Swimming Relay, Parallel Bars, etc.

Winter Games. Sponsor the entire games, a sport venue or specific sports event. Venues include:

- **Alpine Skiing** — held at city downhill ski facility
- **Snow Boarding** — held at a city downhill ski facility
- **Nordic Skiing** — held at a city cross-country ski area
- **Figure Skating** — held at a college or commercial ice rink
- **Speed Skating** — held at a college or commercial ice rink
- **Floor Hockey** — held at a high school or college gym

Examples of a specific event sponsorship include the Giant Slalom Race, 800-meter Cross-country Ski Race, Singles Figure Skating, etc.

Bowling Tournament. Sponsor this entire popular tournament or a specific category of competition. Category sponsorships (considered an event-level sponsorship) might include Men’s Doubles, Women’s Singles, Team, etc.

Equestrian Tournament. Because of its smaller size, sponsorship of the entire Equestrian Tournament is considered a “venue-level” sponsorship. Event category sponsorships include tthe Walk/Trot, Showmanship competition, etc.



Seasonal Sponsor Levels

Blue Ribbon	\$2,500-4,999
Red Ribbon	\$1,500-2,499
Yellow Ribbon	\$1,000-1,499

Venue or Event Sponsor Levels

Competition Venue	\$500-999
Specific Event	\$250-499
Contributing	\$100-249

Sponsor Benefits

Corporate sponsorship makes good business sense!

By teaming up with Special Olympics Alaska, businesses experience an enhanced image, a more positive work force and expanded sales and customer bases. Consider the following:

- 76% of corporations said their involvement improved and **enhanced their company's image.** (1995 World Summer Games)
- 85% of companies surveyed stated their involvement **improved employee morale and goodwill.** (Smith & Company, 1995 World Games Research)
- Special Olympics is **"The Most Credible Charity in America."** (Chronicle of Philanthropy, 1994)
- Special Olympics enjoys **95% name recognition.** (1995 Gallop Poll)

Tangible, direct benefits

Based on the level of your sponsorship, direct benefits may include:

- Company recognition at state games or tournament opening ceremonies, receptions, venues and/or events.
- Display Advertisement in Summer and/or Winter Games souvenir program book.
- Mention of your sponsorship in media advertising and news releases for the event.
- Company name and/or logo in newspaper advertisements announcing state games.
- Inclusion of your sponsorship in the SOAK newsletter, distributed to 10,000 individuals, businesses and media statewide.
- Recognition and opportunity to participate in state games opening ceremonies.
- VIP seating at games opening ceremonies.
- Photo opportunities.
- Preferred volunteers opportunities for employees.
- Awards and/or plaques signifying SOAK's appreciation for your support.
- Complimentary invitations to the games awards banquet.
- Opportunity to use Special Olympics Alaska logo in company promotional materials.



*Let me win.
But if I cannot win,
let me be brave in
the attempt.*

Special Olympics Athlete Oath



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