



Special Olympics
Missouri



CORPORATE ENGAGEMENT OPPORTUNITIES

Our Mission

Special Olympics Missouri provides year-round sports training and athletic competition in a variety of Olympic-type sports for all 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.

Leveling the Playing Field

Special Olympics Missouri serves individuals with intellectual disabilities from every county across the state. With sports as our platform, we provide an underserved population with opportunities to develop fitness, social skills, and self-esteem. Many of our athletes view Special Olympics as their primary connection to community, friendships, and purpose. Our efforts promote diversity, equity, and inclusion across these communities and in their schools.

IT'S ALL ABOUT THE **ATHLETES!**



Special Olympics is **Training 4 Life.**

In challenging times, our athletes' grit shines the brightest. On and off the field, athletes are overcoming barriers of isolation, bullying, and discrimination - letting nothing stop them from achieving their goals.



We serve those with **Intellectual Disabilities.**

With the generosity of our community, we can provide athletes with critical resources and support. Special Olympics Missouri is a constant in the lives of nearly 21,000 participants in Missouri.



Special Olympics is **Free to all Athlete Participants.**

There are as many as 200 million people with intellectual disabilities around the world. Our goal is to reach out to every one of them in Missouri and their families as well

What support means to Special Olympics Missouri

For individuals with ID in Missouri, Special Olympics is often the only place where they can participate in training, health education, and sports in their communities, as well as at a state level. We are funded primarily through donations, corporate partnerships, and grants. It is only through the generosity of others that we can continue our mission. Thank you for your consideration of supporting the important people we serve.

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CORPORATE INVESTMENT



Special Olympics is unique in offering Olympic-style training and competition that brings people with ID together to learn and enhance their physical health, sociability, and skills of everyday living.

Our programs are designed to empower people with intellectual disabilities to lead healthier lives, create meaningful relationships, and experience joy and accomplishment through sport.

Your company can support SOMO's programs through matched gifts for employee giving, compensating the nonprofit for volunteer hours donated by staff, or implementing a company team for our signature fundraising events.

What does it take to keep Missouri athletes active in sports each year?

- **\$5,000** provides 1,667 medals
- **\$10,000** provides health screenings and fitness training for 278 athletes
- **\$20,000** pays for 65 athletes to attend a weekend-long Athlete Leadership Program, allowing our athletes to pursue higher education
- **\$30,000** pays for 6 athletes to attend a USA or World Games competition
- **\$50,000** provides year-round training and competitions for 170 athletes

Volunteer with a Purpose

- **Signature Events:** Help us bring our signature events to life! We have a variety of roles to support the creation, set up, day of event support, and tear down of all our events.
- **Coach:** Collaborate with other coaches to teach our athletes new sports skills and help them take their abilities to new levels.
- **Day of Event Volunteer:** Help support our sports competitions by keeping score, helping with awards, and more.



ALIGN WITH A VALUE BRAND

According to consultants at Remarkable Partnerships, purpose-driven business is an important trend for the future, and the best way for a company to demonstrate its purpose with a cause where they have shared interests.



A Positive Social Impact

Nearly 9 in 10 consumers believe Special Olympics has a positive social impact.



A Brand Deserving of Respect

95% of consumers recognize Special Olympics as a brand deserving of respect, loyalty, and goodwill in the United States.



Top 10% of Brands

Special Olympics is among the Top 10% of most Trustworthy Brands in the United States.



Enhanced Brand Image and Reputation

Special Olympics has up to an 85% positive impact on brand perception for key corporate partners (current customers + non customers).




Partnering Can Be Good For Business

A Gallup Poll shows consumers are 33% more likely to buy products associated with Special Olympics than the Super Bowl.

Interested in partnering with us? Contact Zach Paul zpaul@somo.org

READY TO GET IN THE GAME?

Special Olympics Missouri relies on support to provide necessary funding for our programs year-round. This support is very important because all Special Olympics programming is offered free of charge.

	Premier \$150,000+	Visionary \$100,000	Impact \$75,000	Inspiration \$50,000	Champion \$25,000
Company logo linked on SOMO home and sponsor page				Sponsor page	Sponsor page
Statewide news release announcing new partnership					
Unified Leadership training opportunity for company employees					
Logo/Banner at every State Games venue	Priority Placement	All venues	3 Venues	2 Venues	1 Venue
Recognition during Opening Ceremonies, with opportunity to walk in the Parade of Athletes					
Invitation to SOMO's premier fundraising events and annual awards					
Company name listed in every State Games news release				2 Events	1 Event
Logo included in SOMO's Annual Report				Name Only	Name Only
Featured Story / Interview Opportunity					
Mention in statewide thank you posts				At least 2	At least 1
Logo displayed at all events statewide				3 Events	2 Events
Logo featured on the back of every volunteer shirt statewide				2 Events	1 Event
Logo included in all e-communications sent to constituents					
Complimentary Team (up to 8) at Polar Plunge of your choice					

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