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## MAKE A DIFFERENCE

The impact of our programme on an athlete goes way beyond physical fitness. Often they are healthier in mind, body and more active in their communities.

## ENHANCE STAFF MORALE

Your employees will get back much more than they put in. Have fun engaging in a fundraising activity or with our athletes at a sporting event.

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## BUILD YOUR BRAND

Did you know that Special Olympics has a 96% brand awareness in the Republic of Ireland and significantly growing brand awareness in Northern Ireland. Through joint Marketing & PR efforts we can help enrich your brand amongst your stakeholders

## STRONG SUPPORT FROM SPECIAL OLYMPICS

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With a dedicated Account Manager we can ensure you get the most out of our partnership



“Let me win. But if I cannot win let me be brave in the attempt!”

Special Olympics athletes' oath



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SpecialOlympicsIreland

Special Olympics Ireland is a year round programme that provides sports training and competition for people with an intellectual disability across the island of Ireland.

\*9,017 ATHLETES  
\*369 CLUBS  
\*15 SPORTS



\*figures correct as of August 2015

### Our Mission

The mission of Special Olympics Ireland is:

"to provide year-round sports training and athletic competition in a variety of

Olympic-type sports for children and adults with an intellectual disability, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendships with their families, other Special Olympics athletes and the community."



### Our Vision

Our vision is to build the programme offered by Special Olympics Ireland so that every person with an intellectual disability has the opportunity, in their local community, to participate in high quality sport and development activities that bring life-changing experiences of increased skills, self-confidence and joy.

Special Olympics Ireland rely on corporate partnerships to continue to fund and grow our programme so that we can achieve our vision

By aligning your company with Special Olympics Ireland you can:

- ✓ Meet our Athletes through various volunteering and fundraising opportunities
- ✓ Volunteer at our flagship events
- ✓ Make a real and lasting difference in the lives of our Athletes
- ✓ Increase staff morale
- ✓ Maximise brand affinity
- ✓ Take advantage of volunteering and pro-bono opportunities
- ✓ Benefit from experienced corporate responsibility expertise

"Special Olympics is about life and how best to live it. It's about people being able to express their potential and fulfil all their talents. There's so much more to this than sport. It's where they are treated as an equal."  
Patricia Hickey, parent and volunteer

### CHARITY OF THE YEAR (COTY)

A well planned COTY programme can have great benefits for both partners. Our Account Manager will meet with you to set out your goals which can be achieved through volunteering, employee fundraising activities, payroll giving, benefit-in-kind, knowledge sharing projects to name a few.

### EMPLOYEE FUNDRAISING

Employees working together to organise or take part in fundraising events will boost morale and team spirit whilst also generating goodwill. Ask about our calendar of events or organise your own.

### VOLUNTEERING

Our programmes operate in all provinces across the island of Ireland, therefore we are in the unique position of being able to offer volunteering opportunities at a location near your office(s).

### CAUSE-RELATED MARKETING

Enhance your brand and raise your profile. In 2015, the Special Olympics World Summer Games took place in Los Angeles, which gave our corporate sponsors a unique opportunity to talk to their stakeholders about our very unique and exciting partnership.

We also offer plans for Events Sponsorship, Gift-in-Kind and other Corporate Giving methods.