

Sponsorship Overview



Rights and Benefits	Gold	Silver	Bronze	Blue Ribbon
Corporate banner placement Statewide Competitions and Area Games	2 Statewide Competition And any Local events	2 Statewide Competition And ONE Local Event	State Summer Game and 1 Local Event	1 Local LETR Event
Employee involvement at all Statewide competitions offering volunteer and team building experiences	•	•	•	•
Opportunity to hand out company literature and promotional items at Special Olympics statewide competitions	2 events	1 event		
Opportunity to discuss online promotion via the Special Olympics Arkansas website	1 Month			
Invitation for key leadership to attend VIP Hospitality opportunities	•			
Corporate executives involvement in two award presentations during two separate Statewide competitions, establishing a relationship between the athletes' triumphs and your support of those successes	•	•		
Booth Set up at a Special Olympics Arkansas event or training	•			
Placement in a special events as LETR Supporter, access to the rights and benefits	1 event			
Opportunity to host a LETR Final Leg Pep Rally at your business	•			
Photo opportunity with LETR and Athletes at the Final Leg Press Conference and at Business	•	•	•	•
Logo placement on current year LETR t-shirt to be worn by all LETR Runners and by numerous community supporters during the statewide Torch Run to Summer Games. (sponsorship secured by March)	•	•	Company Name Only	Company Name Only
Logo placement in Special Olympics Arkansas Statewide Summer Games programs books, SOAR information guides, and LETR Manual	•	•	•	
Logo placement on Special Olympics Arkansas Sponsorship website for entire 2015	•	•	•	
Website homepage representation	•	•		
Social Media Campaign announcement about partnership	•	•		
Logo placement on Summer Games event, LETR website pages	•	•	•	Blue Ribbon LETR Page
Recognition in quarterly newsletter	•	•	2 nd Qtr Only	2 nd Qtr Only
Company recognition on all forms of social media for Special Olympics Arkansas and LETR	•	•		
Recognition in Annual Report / Sponsorships recognition plaque for current year	•			

Sponsorship Overview



Rights and Benefits	Mission	Premier	Platinum
All Gold Sponsor Rights and Benefits (see reverse side)	•	•	•
1 of 8 companies designated as a Special Olympics Arkansas Mission Champion	•		
Exclusivity within your market	•		
Logo <i>prominently</i> displayed on the Special Olympics Arkansas Website with a link to your website	•	•	
Corporate banner placement Statewide Competitions and Area Games	ALL All Statewide competitions. Area games Near company location(s), and 2 Sports camps, and LETR Final Leg	ALL All Statewide competitions. Area games Near company location(s), and 2 Sports camps, and LETR Final Leg	All Statewide Competition and In Appropriate Areas Events
Presentation banner with co-branded partnership	•	•	
Ability to co-design cause-related marketing campaign material	•	•	
Recognition as a Mission Champion in all major Special Olympics Arkansas press releases	•		
Corporate executives involvement in award presentations during the statewide competitions, establishing a relationship between the athletes' triumphs and your support of those successes	ALL	ALL	
Opportunity to include company literature and promotional items in event goody bags or registration packets for events not directly related to a competition.	•	•	
Opportunity to discuss online promotion via the Special Olympics Arkansas website	3 Month	2 Month	1 Month
Invitation and admission to Special Olympics Arkansas Special Events	•	•	
Opportunity to create/host a pre-approved Special Olympics Arkansas/LETR sanctioned proprietary activity	•	•	
Opportunity to design signature sponsor event and host LETR Final Leg Pep Rally at business	•	•	
Placement in a special events as LETR Supporter, access to the rights and benefits	All	4 events	2 events
Logo placement on current year LETR t-shirt to be worn by all LETR Runners and by numerous community supporters during the statewide Torch Run to Summer Games. (sponsorship secured by March)	Predominant Logo	Predominant Logo	•
Logo placement in Special Olympics Arkansas Statewide Summer Games programs books, SOAR information guides, and LETR Manual	Predominant Logo	Predominant Logo	•
Logo placement on Special Olympics Arkansas Sponsorship website 2 page logo recognitions for entire 2015	Predominant Logo	Predominant Logo	•
Recognition in monthly newsletters	•		
Social Media and Newsletter "Thank you" Campaign	•	•	•
Ability to create an endorsement campaign with SOAR and/or LETR	•	•	•
Use of Special Olympics Arkansas Logo and Marks in advertising, promotion, and packaging	•		