



2015 Special Olympics Georgia Strike the R-word

- **Date:** September 29, 2015
- **Location:** Bowlmor Atlanta: 2175 Savoy Dr, Atlanta, GA 30341
- **Description:** This will be the 6th year that Special Olympics Georgia asks the community to strike the R-word (retard) and bowl to help raise money for Special Olympics Georgia athletes. Gold, silver, and bronze medals are awarded to the top three bowlers. Event features delicious “not your father’s bowling alley pizza,” snacks, beverages and a great silent auction. The event was created by former Atlanta Hawk Marvin Williams.
- **Audience:** Metro-Atlanta area, Special Olympics Georgia database of 33,000 constituents, estimated 6,300 Web site monthly visitors, and listeners of a popular Atlanta radio station that has yet to be determined.
- **Sponsorships** will raise money to offset the more than **\$992,376** in expenses associated with Special Olympics Georgia’s State Games and other athlete programs (i.e., lodging, meals, transportation, awards/medals, sports equipment, health screenings, etc.).



2015 Strike the R-word Sponsorships

Title Sponsor – \$5,000

- Opportunity for naming rights of the event. For example: The *Company Name* Strike the R-word to Benefit Special Olympics Georgia.
- Sponsor recognition in all radio promos.
- Company representative to speak at Strike the R-word.
- Public address announcement/recognition as Title Sponsor at the event.
- Company testimonial included on Special Olympics Georgia's Web site.
- Use of Special Olympics Georgia logo, Title Sponsor title, and promotional materials.
- On site marketing, sampling and surveying opportunities at event.
- Company banners placed at event.
- Company logo on event T-shirts.
- Name recognition in event e-blasts.
- Company logo on sponsor board at event.
- Company logo on Special Olympics Georgia Web site with link to company Web site.
- Opportunity to provide item for inclusion in goodie bags.
- Recognition in Special Olympics Georgia Annual Report and e-newsletter.
- Complimentary eight bowling slots.
- Right of first negotiation in 2016.

Presenting Sponsor – \$3,500

- Public address announcement/recognition as Presenting Sponsor at the event.
- Company testimonial included on Special Olympics Georgia's Web site.
- Use of Special Olympics Georgia logo, Presenting Sponsor title, and promotional materials.
- Company banner placed at event.
- Company logo on event T-shirts.
- Name recognition in event e-blasts.
- Company logo on sponsor board at event.
- Company logo on Special Olympics Georgia Web site with link to company Web site.
- Opportunity to provide item for inclusion in goodie bags.
- Recognition in Special Olympics Georgia Annual Report and e-newsletter.
- Complimentary eight bowling slots.

Strike Sponsor – \$2,500

- Company banner placed at event.
- Company name on event T-shirts.
- Name recognition in event e-blasts.
- Company logo on sponsor board at event.
- Company logo on Special Olympics Georgia Web site.
- Opportunity to provide item for inclusion in goodie bags.
- Recognition in Special Olympics Georgia Annual Report and e-newsletter.
- Complimentary six bowling slots.

T-shirt Sponsor – \$2,000

- Company name on event T-shirts.
- Name recognition in event e-blasts.
- Company name on sponsor board at event.
- Company name listed on Special Olympics Georgia Web site.
- Opportunity to provide item for inclusion in goodie bags.
- Recognition in Special Olympics Georgia Annual Report.
- Complimentary four bowling slots.

Spare Sponsor – \$1,500

- Name recognition in event e-blasts.
- Company name on sponsor board at event.
- Company name listed on Special Olympics Georgia Web site.
- Opportunity to provide item for inclusion in goodie bags.
- Recognition in Special Olympics Georgia Annual Report.
- Complimentary four bowling slots.

Hospitality Sponsor – \$1,000

- Company logo on food tables signs.
- Company name listed on Special Olympics Georgia Web site.
- Recognition in Special Olympics Georgia Annual Report.
- Complimentary four bowling slots.

Registration Sponsor – \$750

- Company logo on registration tables signs.
- Company name listed on Special Olympics Georgia Web site.
- Recognition in Special Olympics Georgia Annual Report.
- Complimentary four bowling slots.

Lane Sponsor – \$300

- Company logo on lane sign.
- Company name listed on Special Olympics Georgia Web site.
- Complimentary four bowling slots.

Friend – \$100-\$299

- Company name listed on Special Olympics Georgia Web site.