



2014 Special Olympics Georgia Strike the R-word

- **Date:** September 16, 2014
- **Location:** Bowlmor Atlanta: 2175 Savoy Dr, Atlanta, GA 30341
- **Description:** This will be the 5th 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, estimated 6,300 Web site monthly visitors, and listeners of a popular Atlanta radio station that has yet to be determined.
- **Sponsorship** will raise money to offset the more than \$965,000 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.).



SPONSORSHIP LEVELS

Presenting Sponsor – \$3,000

Recognition

- Company representative to speak at Strike the R-word.
- Company logo on event T-shirts.
- Sponsor recognition in all radio promos.
- Company logo included in all pre and post event public relations efforts.
- Sponsor recognition in all e-blasts.
- Public address announcement/recognition as Presenting Sponsor at the event.
- Company logo on sponsor board at event.
- Company banners placed at event.
- Company logo on Special Olympics Georgia Web site with link to company webpage.
- Company testimonial included on Special Olympics Georgia's Web site.
- Opportunity to provide item for inclusion in goodie bags.
- Recognition in Special Olympics Georgia Annual Report and e-newsletter.
- Use of Special Olympics Georgia logo, Presenting Sponsor title in advertising, and promotional materials.
- On site marketing, sampling and surveying opportunities at Bowlmor.
- Complimentary four bowling slots.
- Right of first negotiation in 2015.

Strike Sponsor – \$2,000

Recognition

- Company name included in all pre and post event public relations efforts.
- Name recognition in event e-blasts.
- Public address announcement/recognition at the event.
- Company logo on sponsor board at event.
- Company name on event T-shirts.
- Company banner placed at event.
- Company logo on Special Olympics Georgia's Web site.
- Opportunity to provide item for inclusion in goodie bags.
- Recognition in Special Olympics Georgia Annual Report and e-newsletter.
- On site marketing, sampling and surveying opportunities at Bowlmor.
- Complimentary four bowling slots.

T-shirt Sponsor – \$1,500

Recognition

- Company name included in pre and post event public relations efforts.
- Name recognition in event e-blasts.
- Company name on event T-shirts.
- Public address announcement/recognition at the event.
- Company name on sponsor board at event.
- Company name on Special Olympics Georgia's Web site.
- Recognition in Special Olympics Georgia's Annual Report.
- Complimentary four bowling slots.

Spare Sponsor – \$1,000

Recognition

- Public address announcement/recognition at the event.
- Name recognition in event e-blasts.
- Company logo on sponsor board at event.
- Company name on Special Olympics Georgia's Web site.
- Opportunity to provide item for inclusion in goodie bags.
- Recognition in Special Olympics Georgia's Annual Report.
- Complimentary four bowling slots.

Hospitality Sponsor – \$750

Recognition

- Public address announcement/recognition at the event.
- Company logo on food table signs.
- Company name listed on Special Olympics Georgia's Web site.
- Recognition in Special Olympics Georgia's Annual Report.
- Complimentary four bowling slots.

Lane Sponsor – \$250

Recognition

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