



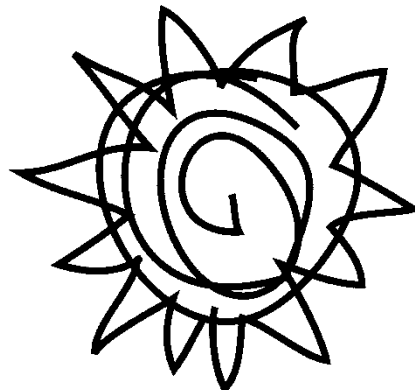
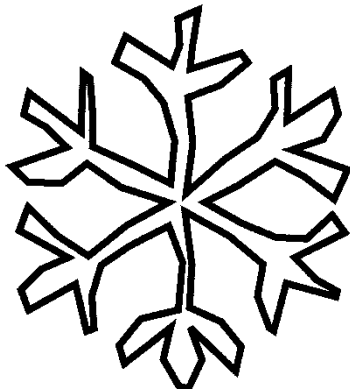
## 2013 State Games Medical Sponsorships

**Indoor Winter Games, Marietta, January 25-27, 2013 - \$5,000**

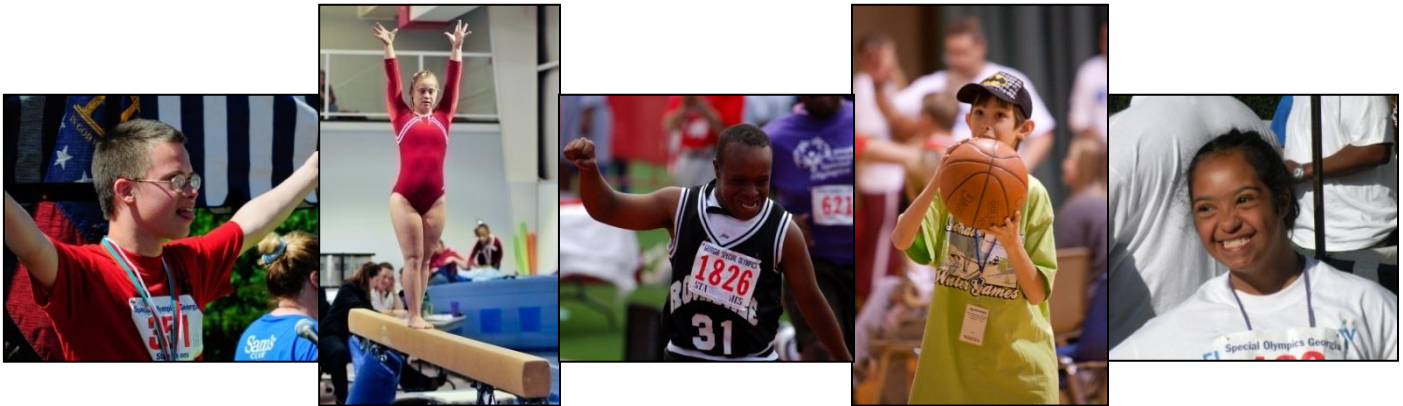
**Summer Games, Atlanta, May 17-19, 2013 - \$6,000**

### **Medical Sponsorship Benefits:**

- Exclusive sponsorship of the Medical Stations located at each venue at the Indoor Winter Games and/or Summer Games
- Opportunity to display corporate banners at the main Medical Station
- Logo inclusion in the Indoor Winter Games and/or Summer Games program books and information guides
- Logo inclusion on the event pages at [www.specialolympicsga.org](http://www.specialolympicsga.org)
- Priority placement of company employees as volunteers at medical stations
- Placement of company employees as non-medical volunteers
- Opportunity for executives to participate as Awards Presenters
- Opportunity to distribute company literature and/or promotional items
- VIP seating at Opening Ceremony
- Opportunity to submit online offers/promotions for the SOGA Connection, our monthly e-newsletter distributed to over 19,000 SOGA constituents
- Recognition in our statewide newsletter
- Recognition in our Annual Report
- Right to be referred to as the "Official Medical Sponsor of the Special Olympics Georgia 2013 State Indoor Winter Games" and/or the "Official Medical Sponsor of the Special Olympics Georgia 2013 State Summer Games"



# Benefits of Participation in Special Olympics Georgia



*You can make a significant impact on the lives of  
24,470 Special Olympics Georgia athletes...*

- Special Olympics Georgia contributes to the **physical, social, and psychological development** of people with intellectual disabilities.
- Special Olympics Georgia provides a **safe arena for peer interaction**. Often, after students leave the school system, they also leave their peer network. Opportunities and events to network with peers are limited. Such isolation can ultimately hinder the development of social skills and those skills needed to work or live independently.
- Participation in Special Olympics **promotes healthy, active lives** among a segment of individuals who are **more likely to face obesity** and related health problems than the general population.
- It provides an opportunity for **health care and health education** through a series of screenings offered in conjunction with the State Games and includes hearing, vision, oral health, podiatry, nutrition and physical therapy. Professionals who volunteer gain an understanding in serving a population who is definitely **underserved by the medical community**. Important services like **free** prescription eye glasses are provided during these screenings called "Healthy Athlete Initiatives." In 2011, 1,252 athletes benefited from our Healthy Athletes screenings.
- A study conducted by the University of Massachusetts Boston and the University of Utah found that **52% of Special Olympics athletes are employed**, while only 10% of the general population of adults with intellectual disabilities are employed. This contrast demonstrates how important Special Olympics Georgia is to people with intellectual disabilities.
- Through successful experiences in sports, athletes **gain confidence and build a positive self-image**, which carries over into the classroom, the home, the job, and the community.
- Involvement with Special Olympics Georgia **strengthens families**, causing a richer appreciation of talents, and promoting greater support between the Special Olympics athletes, siblings, and parents.
- The **community** at large – through observation and participation – **is united** in understanding people with intellectual disabilities in an environment of equality, respect, and acceptance.

# Benefits of Sponsoring Special Olympics Georgia



*Special Olympics is an internationally recognized and respected organization, and therefore, a business building opportunity for our partners*

95%

**Brand recognition** of Special Olympics within the United States

95%

**Favorability** towards the organization

87%

**Believe it is appropriate** for Special Olympics to align with corporate citizens

85%

**Would like to buy** a product from a company that supports Special Olympics

*"Few things in life could have given me greater pleasure or brought me more honor than to be associated with the Special Olympics ... Special Olympics is a testament to the indestructibility of the human spirit." - Nelson Mandela*