

To Whom This May Concern:

***“Special Olympics gives me friendship, a positive attitude and a hope to succeed in life.”*** Katy Wilson, SOGA Athlete  
Thank you for your interest in the 2016 Bob Busse Memorial Golf Classic benefiting Special Olympics Georgia. The tournament will be held on November 7, 2016 at Cherokee Town and Country Club in Sandy Springs, GA. This will be the twenty first year that Special Olympics Georgia looks to the community to participate in and contribute to the Golf Classic to benefit our athletes. **Sponsors are awarded recognition** and golfers enjoy a great day of golf, networking, gifts, prizes, beverages and meals throughout the day, a wonderful golfers’ reception, a Special Olympics athlete speaker and a silent auction. **Attached, please find additional information regarding this year’s Bob Busse Memorial Golf Classic, including available sponsorship levels and their associated benefits and a registration form for sponsorship and participation.**

Special Olympics is about triumph in its purest form—not the triumph of one person over another, but the triumph of the human spirit over the highest obstacles and longest odds. **Monies raised from the Bob Busse Memorial Golf Classic will go directly towards Special Olympics Georgia’s State Competitions and other athlete programs. Athletes and their families are not charged for participation in any Special Olympics Georgia program.** We do not receive state or national funding, nor are we a United Way agency. Therefore, we are responsible for raising all monies necessary to fund free, year-round sports trainings, athletic competitions and life changing opportunities for our athletes.

**On behalf of the 26,702 athletes, Special Olympics Georgia invites you to inspire greatness as a member of our family by participating in the 2016 Bob Busse Memorial Golf Classic as a corporate sponsor.** Our goal is to create a partnership that will promote your company through special sponsorship benefits while raising awareness and funds for the athletes of Special Olympics Georgia.

Sponsorship packages can be tailored to best meet your company’s needs and interests. Please know that **any gift will help and be greatly appreciated.** Your generosity and willingness to support the Special Olympics movement will give athletes the chance to make their dreams come true.

Special Olympics children and adults are determined to do their personal best during training and competition. Such determination reminds us of the spirit we long to find everyday in our lives. In giving their all, **the athletes help us understand that there is no real disability, only many different types of abilities; no real weakness, only many different forms of strength; and no real wealth, only the richness of unlocking the gifts of others and of ourselves.**

**We hope that you will join Special Olympics Georgia as a catalyst of change and share our commitment to making a difference in the community.**

If you need further information or have any questions, please do not hesitate to contact me at 770-414-9390 ext.101 or [Jennifer.harper@specialolympicsga.org](mailto:Jennifer.harper@specialolympicsga.org).

Thank you for your time and consideration.

Jennifer Harper, Business Administration & Event Manager  
Special Olympics Georgia  
Tel 770 414 9390 ext. 101  
Fax 404 393 2929  
Email: [Jennifer.harper@specialolympicsga.org](mailto:Jennifer.harper@specialolympicsga.org)

## Letter From an Athlete's Mom

Charles:

I am sorry I forgot this box the day I picked Lewis up from Camp Inspire. It isn't much but I wanted you to know how much I appreciate everything you did, not only for Lewis but also for his sister Ciara and me.

When I first started talking to Lewis about going to camp he was terrified. I bought a few children's books and started to read them to him to show him how much fun it was going to be. After talking about it for two months the day arrived for him to go. He actually seemed excited but I was a nervous wreck. From the second we stepped out of the car everyone I spoke to and everything I saw began to put me at ease. However, it wasn't until Lewis finally came into the cabin and I saw him begin to connect with you that I felt things just might be ok and he might just stay. I truly expected him to pitch a fit and make a scene when I tried to leave. Well, like other kids, he made a liar out of me. When you told him to go with you to meet the other campers he jumped up and followed like he owned the place while I stood there and cried. Lewis never looked back. I realize now that your phone call later that day and the text after that were to check on me as Lewis was fine.

Because Lewis cannot talk or write I am very over protective of him. I have known for a long time that I must start to make him more independent and less dependent on me and this was a huge step towards that end. I have also known he needed his "guy" time like every other guy but did not realize how much he wanted it until I saw his face when I picked him up.

When I picked Lewis up, he looked so well rested and healthy! I cannot tell you how proud we were that he made it through the week and then to see how much he learned and how much fun he had was icing on the cake!! He picked up some new phrases while at camp, "Come on boy, Try", "Give it a Shot" and after being home for just a day he came out with "I am bored"!!!! Every time I mention Camp Lewis lights up like a Christmas tree and cannot stop smiling!!

I learned this year why the camp is free to the campers...The entire staff is phenomenal! Every single counselor I saw or came in contact with was going over and above the call of duty making every child feel loved and welcomed and most of all smiling...*you cannot put a price on that!!*

It takes a special person to work with special children and every single Staff member at Camp Inspire was over the top in my book! I will never be able to express to you how full my heart is towards you and the entire Special Olympics staff for making this happen!!

Most Sincerely with Lots and Lots of Hugs,

Rebecca Wood  
(Lewis' Mom)



# 2016 BOB BUSSE MEMORIAL GOLF CLASSIC



- ♥ **Date:** Monday, November 7, 2016
- ♥ **Location:** Cherokee Town & Country Club—665 Hightower Trail, Sandy Springs, GA 30350
- ♥ 8:00 a.m. Registration
- ♥ 9:00 a.m. Shotgun Start, Select Drive Format
  - ♥ Country Club Breakfast
  - ♥ Lunch Reception
  - ♥ Hors d'oeuvres Buffet and Bar
  - ♥ Special Olympics Athlete Speaker
  - ♥ Awards and Prizes Presentation
  - ♥ Silent Auction
- ♥ **Awards For:**
  - ♥ First Place Teams on Each Course
  - ♥ Second Place Teams on Each Course
  - ♥ Third Place Teams on Each Course
- ♥ **Prizes For:**
  - ♥ Closest to Pin
  - ♥ Putting Contest
  - ♥ Hole in One
- ♥ **Goal:** Our goal this year is to raise \$125,000 that will go straight to helping Special Olympics Georgia's 26,702 athletes participate and grow from all we have to offer as an organization.
- ♥ Sponsorship will help raise monies that will directly offset more than \$960,000 in expenses associated with Special Olympics Georgia's State Games and other athlete programs (i.e., lodging, meals, transportation, awards/medals, officials, sports equipment, health screenings, etc.).





# BOB BUSSE Memorial GOLF CLASSIC SPONSORSHIP OPPORTUNITIES



## **\$10,000 Presenting Sponsor**

- Five Foursome teams to participate in tournament
- Six additional guest invitations to the Golfers' Reception
- Four "Hole Recognition Signs" prominently displayed with your company name/logo on the golf course
- Recognition at the tournament and the opportunity for a company representative to speak at the after-tournament Golfers' Reception and Awards Ceremony
- Opportunity to display company banners prominently at the Breakfast and at the Golfers' Reception
- Opportunity to have promotional items in the golfers' tournament bags
- Company logo on all printed materials including, but not limited to, event brochures
- Company name/logo included in all press releases, event PR and event programming
- Company logo listed on the 2016 Sponsor Board
- Company highlighted on Special Olympics Georgia's website event page with a link to your company's website
- Recognized in statewide e-newsletter, Georgia's Champions
- Invitation to all year-round major VIP Special Olympics Georgia events
- Company name listed in the 2016 SOGA Annual Report

## **\$7,500 Platinum Athlete Sponsor**

- Three Foursome teams to participate in tournament
- Four additional guest invitations to Golfers' Reception
- Three "Hole Recognition Signs" prominently displayed with your company name/logo on the golf course
- Recognition at the Golfers' Reception and Awards Ceremony
- Opportunity to display company banners prominently at the Golfers' Reception
- Opportunity to have a promotional item in the golfers' tournament bags
- Company logo listed on the 2016 Sponsor Board
- Company highlighted on Special Olympics Georgia's website event page
- Recognized in statewide e-newsletter, Georgia's Champions
- Invitation to all year-round major VIP Special Olympics Georgia events
- Company name listed in the 2016 SOGA Annual Report

## **\$5,000 Gold Athlete Sponsor**

- Two Foursome teams to participate in tournament
- Two "Hole Recognition Signs" prominently displayed with your company name/logo on the golf course
- Recognition at the Golfers' Reception and Awards Ceremony
- Opportunity to display company banners prominently at the Golfers' Reception
- Company logo listed on the 2016 Sponsor Board
- Company highlighted on Special Olympics Georgia's website event page
- Two additional guest invitations to Golfers' Reception
- Recognized in statewide e-newsletter, Georgia's Champions
- Invitation to all year-round major VIP Special Olympics Georgia events
- Company name listed in the 2016 SOGA Annual Report

## **\$2,100 Silver Athlete Sponsor**

- One Foursome team to participate in tournament
- One "Hole Recognition Sign" prominently displayed with your company name/logo on the golf course
- Company listed on the 2016 Sponsor Board
- Company highlighted on Special Olympics Georgia's website event page
- Company name listed in 2016 SOGA Annual Report

## **\$500 Hole Sponsor**

- One "Hole Recognition Sign" prominently displayed with your company name/logo on the Golf Course
- Recognized in statewide e-newsletter, Georgia's Champions
- Company name listed in 2016 SOGA Annual Report

## **\$1,500 Foursome Team**

## **\$395 Individual Golfer**



# 2016 BOB BUSSE Memorial GOLF CLASSIC REGISTRATION FORM

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Day Phone \_\_\_\_\_  
E-Mail \_\_\_\_\_

Team Members:

Handicap:

E-Mail Addresses:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Presenting Sponsor \$10,000**
- Platinum Athlete Sponsor \$7,500**
- Gold Athlete Sponsor \$5,000**
- Silver Athlete Sponsor \$2,100**
- Hole Sponsorship \$500**
- Foursome Team \$1,500**
- Individual Golfer \$395**

- No, I cannot attend, but enclosed is a contribution.
- Enclosed is my company matching gift form.
- Check enclosed payable to Special Olympics GA.
- Please bill my:

VISA       MASTERCARD       AMEX

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Send form to:**

Special Olympics Georgia, ATTN: Jennifer Harper  
4000 DeKalb Technology Parkway, Suite 400,  
Building 400, Atlanta, GA 30340  
or fax to 404-393-2929

For more information, please contact:  
Jennifer Harper at 770-414-9390 ext. 101  
Jennifer.harper@specialolympicsga.org

*Help Raise \$125,000 for the 26,702 athletes of Special Olympics Georgia*

# Special Olympics Georgia



- **Special Olympics Georgia provides year-round sports training and athletic competition in 25 Olympic-type sports for children and adults with intellectual disabilities,** giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in the sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community. More than 500 games, meets and tournaments are held annually throughout Georgia culminating in our five annual statewide competitions.
- **Special Olympics Georgia relies entirely upon support from businesses, individuals, and foundations to provide the necessary funding for programs throughout the year.** This support is very important because athletes are never charged a fee to participate. Funding is used for sports training and competitions, equipment and supplies, medals and awards, athlete transportation and coaches trainings. Special Olympics Georgia is not a United Way agency and does not receive funding from Special Olympics Incorporated or the state government.
- **You make a significant impact on the lives of 26,146 Special Olympics Georgia athletes.** Your support of Special Olympics means that more people with intellectual disabilities can participate in high-quality sports training and competition. When the athletes succeed, attitudes change, communities develop, health and self-esteem are built and the eyes of the world are focused on all that is good and hopeful and positive.
- **The goal is to create a partnership that is mutually beneficial,** with benefits that promote the sponsor and opportunities to raise awareness and funds for Special Olympics Georgia. In addition to gaining corporate recognition and marketing benefits, you can make an even larger impact on the lives of the athletes.
- **Through the power of sport, Special Olympics Georgia is creating a better world by fostering acceptance and inclusion of all people.** Through their participation in Special Olympics, the athletes overcome rejection, physical limitations and fear, offering all those who watch the experience of acceptance, wonder and joy. When people with an intellectual disability compete successfully in an event and demonstrate their best, negative attitudes and stereotypes are erased and the best of the human spirit takes over. The ensuing joy is contagious—a joy that bridges differences, invites understanding and changes attitudes.

# 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*



**Special Olympics**  
Georgia

## MISSION AND HISTORY

The mission of Special Olympics Georgia (SOGA) is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for all children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in the sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

In 1970, 500 athletes gathered at a suburban Atlanta college to participate in the first-ever track and field event held under the Special Olympics Georgia banner. During its first 43 years, the organization has grown exponentially and has helped thousands of children and adults in the process. The number of active athletes has grown to 26,702, participating in 25 sports

Special Olympics is the first – and still the only – organization to offer training and competition for these athletes. The continuing success of the organization depends on your support and the ongoing support of the community.

### **DID YOU KNOW...**

The lifetime benefits of participation in Special Olympics was documented in a study conducted by the Yale University School of Medicine which demonstrated that individuals with intellectual disabilities who participate in Special Olympics programs achieve higher success, including living independently, maintaining employment and developing closer social relationships.

### **DID YOU KNOW...**

Intellectual disabilities are: 7 times more prevalent than blindness  
7 times more prevalent than deafness  
10 times more prevalent than physical disabilities  
12 times more prevalent than cerebral palsy  
35 times more prevalent than muscular dystrophy

### **DID YOU KNOW...**

100 percent of funds raised in Georgia remain in the state to benefit its citizens with intellectual disabilities. Special Olympics Georgia **does not receive funding from:**

Federal sources  
Special Olympics, Inc.  
The Joseph P. Kennedy, Jr. Foundation

**[www.specialolympicsga.org](http://www.specialolympicsga.org)**