



Special Olympics Mecklenburg County

2015-2016 Sponsorship Package



About Special Olympics Mecklenburg County

About Us

The global Special Olympics movement was founded on July 20, 1968 at Soldier Field in Chicago, Illinois, when 1,000 athletes with intellectual disabilities from 26 U.S. states and Canada competed in athletics and aquatics at the First International Special Olympics Games. Six athletes represented the Tar Heel state. Only two years later, in 1970, Special Olympics North Carolina held its first state-level Summer Games in Burlington with 400 athletes competing. Today, nearly 40,000 athletes are involved in 19 sports offered by Special Olympics on a year-round basis throughout the state.

Special Olympics Mecklenburg County (SOMC) was organized in 1973 with 65 athletes and 15 volunteers. Today the program has grown to include over 2,500 athletes and 1,500 volunteers. SOMC boasts a strong school-based program, involving more than 30 public schools. SOMC also engages adults with intellectual disabilities through sports programs offered in the evenings and on the weekends.



How We Raise Our Funding

For Special Olympics to successfully operate, we rely on support from individuals, foundations and businesses to provide necessary funding for our programs throughout the year. **This support is very important because Special Olympics athletes are never charged a fee to participate!**

Our Goals

- To achieve quality growth by creating innovative opportunities to bring the Special Olympics experience to more of the world's 170 million people with intellectual disabilities.
- To change negative attitudes and misconceptions about people with intellectual disabilities, replacing stigma and rejection with an emphasis on potential, ability and acceptance.
- To promote global athlete leadership and dedicate the movement to empowerment and dignity.



Special Olympics Mecklenburg County Fast Facts

Mission of Special Olympics

To provide year-round sports training and competition in a variety of 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.

- Special Olympics Mecklenburg County is among the largest Special Olympics programs in North Carolina with more than 2,500 children and adults with intellectual disabilities registered in sports programs.
- Special Olympics Mecklenburg County currently utilizes more than 1,500 local community volunteers for implementation of Special Olympics programming.
- SOMC offers year-round training and competition in 19 sports. SOMC offers an in-school program as well as an out-of-school program to offer training times and opportunities suitable for all with intellectual disabilities within the community.
- Special Olympics Mecklenburg County has 250 certified coaches with training specific to coaching individuals with intellectual disabilities who work alongside athletes.
- SOMC offers Unified Sports opportunities to partner those with and without intellectual disabilities on the same team.
- SOMC allows athletes to focus on improving their fitness and endurance through Healthy Athletes programs focusing on health education and free health screenings.
- Special Olympics Mecklenburg County has 35 athletes active in leadership programs including the Special Olympics North Carolina Athlete Council and the Sargent Shriver Global Messenger program. These athletes are role models and mentors for their fellow athletes, as well as advocates for all individuals with intellectual disabilities.
- Twenty Mecklenburg County schools, ranging from elementary to college, participated in Special Olympics Project UNIFY during the 2014-2015 academic year. Students organized inclusive activities with their peers with intellectual disabilities; hosted R-word rallies encouraging fellow students to pledge to eliminate “retard” and “retarded” from their vocabulary; hosted fundraising events to support Special Olympics; and volunteered as event organizers and coaches.
- Special Olympics Mecklenburg County hosts Camp SOAR each summer and is one of only three Special Olympics programs in the state to offer a summer camp specifically for its athletes. The summer camp is free to participating athletes.



**Let me win.
But if I cannot win,
let me be brave in the
attempt.
-Athlete Oath**

Special Olympics North Carolina is a 501 c 3 charitable organization accredited by Special Olympics, Inc. and licensed by the State of North Carolina.
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2015-2016 SOMC Calendar of Events & Volunteer Opportunities

Oct. 29-Nov. 2	SOMC Fall Games Bocce Roller Skating Soccer	Nevin Park, Charlotte Kate's Skating Rink, Indian Trail Freedom Park, Charlotte
Nov. 6-8	Special Olympics North Carolina Fall Tournament	High Point
Jan. 28-Feb. 1	SOMC Winter Games Basketball Cheerleading Ice Skating Bowling	Covenant Presbyterian Church, Charlotte Covenant Presbyterian Church, Charlotte Extreme Ice Center, Indian Trail Various locations, Charlotte
April 26-29	SOMC Spring Games Athletics Softball Team Softball Skills Motor Activities Aquatics	Charlotte Country Day School/ Mallard Creek High School Charlotte Country Day School Charlotte Country Day School Charlotte Country Day School Huntersville Family Fitness & Aquatics/ Mecklenburg County Aquatics Center
June 3-5	Special Olympics North Carolina Summer Games	Raleigh

Sports Offered in Mecklenburg County

Winter Sports

Alpine Skiing
Basketball
Cheerleading
Figure Skating
Speed Skating
Bowling

Spring/Summer Sports

Aquatics
Athletics
Golf
Gymnastics
Powerlifting
Softball
Volleyball

Fall Sports

Bocce
Cycling
Equestrian
Roller skating
Soccer
Tennis

Special Olympics Mecklenburg County

4421 Stuart Andrew Blvd., Suite 605
Charlotte, NC 28217
704-358-1935
800-358-6276 (Toll-free)
704-358-3211 (FAX)

Sponsorship Levels

Platinum - \$10,000

- Local news release announcing sponsorship
- Logo recognition in signage displayed prominently at Charlotte-area events
- Name on volunteer t-shirts for local events (when applicable)
- Name on promotional print materials for local events
- Recognition on the Special Olympics North Carolina Statewide Partner grid, which is included on state-level event volunteer t-shirts (4,000 printed annually) and in signage at all state-level competition events.
- Logo on the Special Olympics Mecklenburg County website (www.sonc.net/mecklenburg).



Gold - \$5,000

- Logo recognition in signage displayed prominently at Charlotte-area events
- Name on volunteer t-shirts for local events (when applicable)
- Name on promotional print materials for local events
- Logo on the Special Olympics Mecklenburg County website (www.sonc.net/mecklenburg).



Silver - \$3,000

- Logo recognition in signage displayed prominently at Charlotte-area events
- Name on volunteer t-shirts for local events (when applicable)
- Name on promotional print materials for local events
- Logo on the Special Olympics Mecklenburg County website (www.sonc.net/mecklenburg).



Bronze-\$1,000

- Name on volunteer t-shirts for local events (when applicable)
- Logo on the Special Olympics Mecklenburg County website (www.sonc.net/mecklenburg).