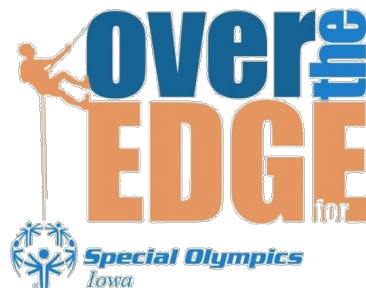


7th Annual Over the Edge

October 25-26, 2016



Special Olympics Iowa



Potential Inclusion Everyday

Through Special Olympics sports training and competition, children and adults with intellectual disabilities reach their full potential.

The inclusion that is the foundation of Special Olympics changes the lives of our athletes and extends to enhance families, schools and communities.

Our Reach in Iowa



- Approximately 13,000 athletes (children and adults) with intellectual disabilities & Unified Sports partners
- 15,000 volunteers and coaches
- Approximately 90 events per year
- 8 statewide championships each year
- 23 Olympic-style sports
- Programs in 11 areas, each coordinated by a volunteer area director
- Dynamic sports and corporate partnerships

The Power of the Brand & The Power of the Brand and Favorability



72% Favorability



88% Favorability



**Special
Olympics**

95% Favorability

- Strong brand recognition and 95% favorability rating
- Special Olympics named one of “America’s Greatest Brands” in 2005 by the American Brand Council
- 85% of the public would more likely buy product from a company that supports Special Olympics
- Special Olympics is a proven Corporate Employee Engagement vehicle

About Over the Edge



Event Overview

Looking for an adventure of a lifetime that will also change the world for the better? This October, join dozens of fellow thrill-seekers as they go over the edge of an 27-story building—all to improve the lives of people with intellectual disabilities and their families. The Special Olympics movement transforms communities by inspiring people to open their minds, to accept and include people with intellectual disabilities, celebrating differences among all people...recognizing and respecting the similarities we all share.

On Wednesday, October 26, 2016 Special Olympics Iowa will host one of Des Moines' most exhilarating fund raising events of all time: the Sixth Annual **Over the Edge** for Special Olympics—an exclusive 345 foot rappel down the Financial Center building in downtown Des Moines. Each individual will need to raise \$1,000 to participate. All proceeds will go to benefit Special Olympics Iowa athletes and year-round, statewide sports programs. Special Olympics Iowa has an exclusive contract with Over the Edge.

Special Olympics is transforming the lives of people with intellectual disabilities



Presenting Sponsor/ Premier Partner \$25,000



Over the Edge Benefits

- Exclusive billing as presenting sponsor on all Over the Edge media and collateral materials
- Utilization of "Proud Sponsor of Special Olympics Iowa" in communications about the event from the sponsor
- Company logo on all brochures, event t-shirts, press releases, and any and all correspondences affiliated with Over the Edge
- Logo on Over the Edge landing page with logo and link
- Inclusion in minimum of 3 eblasts sent to nearly 13,000 loyal Special Olympics followers and Law Enforcement Torch Run members
- Onsite opportunity for presenting sponsor to address attendees at kick-off of event
- Banner at event site
- Logo on welcome banner (prominent positioning)
- Opportunity for booth space at event
- Two (2) Over the Edge participants on Media/VIP Day
- Three (3) Over the Edge participants on event day

Statewide Partner Benefits

- Logo prominently displayed at all state competitions on a banner provided by SOIA
- Prominent recognition on banners, in press releases and newsletters, and during award ceremonies held in conjunction with sponsored programs and/or events
- Company logo in SOIA newsletter and on website with link to sponsor's website
- Logo on every page of the SOIA website, including a direct link to your website
- Company name and logo featured on volunteer t-shirts and/or bandanas, and in handbooks, general information packets, programs, and coach packet inserts distributed at the eight statewide competitions held annually
- Recognition during announcements at eight state competitions opening ceremonies
- Company and employee engagement opportunities

Presenting Sponsor \$20,000



Over the Edge Benefits

- Exclusive billing as presenting sponsor on all Over the Edge media and collateral materials
- Utilization of “Proud Sponsor of Special Olympics Iowa” in communications about the event from the sponsor
- Company logo on all brochures, event t-shirts, press releases, and any and all correspondences affiliated with Over the Edge
- Logo on Over the Edge landing page with logo and link
- Inclusion in minimum of 3 eblasts sent to nearly 13,000 loyal Special Olympics followers and Law Enforcement Torch Run members
- Onsite opportunity for presenting sponsor to address attendees at kick-off of event
- Banner at event site
- Logo on welcome banner (prominent positioning)
- Opportunity for booth space at event
- Two (2) Over the Edge participants on Media/VIP Day
- Three (3) Over the Edge participants on event day

Over the Edge Sponsorship



Gold \$10,000

- One (1) Over the Edge participant (Media/VIP Day)
- Two (2) Over the Edge participants
- Company logo on brochures, posters, event t-shirts, press releases, and any and all correspondences affiliated with Over the Edge
- Logo & website link on Over the Edge landing page
- Inclusion in a minimum of 2 eblasts sent to over 13,000 loyal Special Olympics followers and Law Enforcement Torch Run members
- Name and logo on welcome banner
- Opportunity for booth space at event
- Opportunity to provide participant prizes, products for participant goody bags

Bronze \$2,500

- One (1) Over the Edge participant
- Company listing on brochures, posters, event t-shirts, press releases, and any and all correspondences affiliated with Over the Edge
- Listing on Over the Edge landing page
- Inclusion in a minimum of 1 eblast sent to over 13,000 loyal Special Olympics followers and Law Enforcement Torch Run members
- Listing on welcome banner at event site
- Opportunity to provide participant prizes, products for participant goody bags

Silver \$5,000 (6 Available)

- One (1) Over the Edge participant (Media/VIP Day)
- One (1) Over the Edge participants
- Company logo on brochures, posters, event t-shirts, press releases, and any and all correspondences affiliated with Over the Edge
- Logo & website link on Over the Edge landing page
- Inclusion in a minimum of 1 eblast sent to over 13,000 loyal Special Olympics followers and Law Enforcement Torch Run members
- Name and logo on welcome banner
- Opportunity for booth space at event
- Opportunity to provide participant prizes, products for participant goody bags

Participant Award

The Participant Award is for businesses that recruit employee rappellers to go Over the Edge for Special Olympics Iowa. Each rappeller must register online at www.soiowa.org/overtheedge and each rappeller must have a minimum of \$1,000 raised **by September 1** to guarantee your company logo/listing on back of the participant shirts.

10 rappellers – company logo on back of the OTE participant t-shirts
5 rappellers – company listing on back of the OTE participant t-shirts

Rappel Photos



Some of the Special Olympics Iowa sport programs



Basketball



Bowling



Golf



Athletics



Ice Skating



Volleyball



Aquatics



Skiing



Gymnastics



Soccer

Power Lifting



Let me win. But if I cannot win, let me be brave in the attempt.

The Special Olympics Athlete Oath

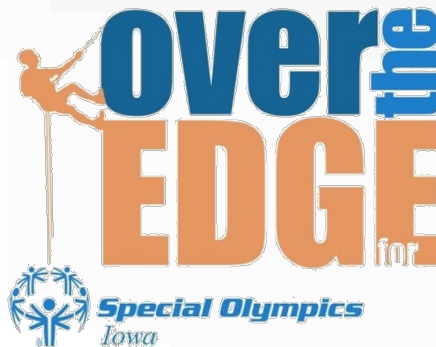




Thank you

MISSION, to provide year-round sports training and athletic 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 a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

**Special
Olympics**
Iowa



Thank You to Our Partners!



Champion Statewide Partners



Premier Statewide Partners

