

2021 TRUCK CONVOY

FOR SPECIAL OLYMPICS

Iowa



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor/Statewide Partner

\$25,000

Presenting Sponsor Event Benefits

- Exclusive billing as presenting sponsor on all Truck Convoy 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 the Truck Convoy
- Company name mentioned on all radio interviews and promotions
- Logo on Truck Convoy landing and registration pages with website link
- Inclusion in minimum 3 eblasts sent to nearly 30,000 local Special Olympics followed and Law Enforcement Torch Run members
- Up to 50 trucks in Truck Convoy, and 50 t-shirts, antenna flags and swag bags for your company

Statewide Partner Benefits

- Prominent recognition during every presentation and in every publication generated by SOIA
- Logo on every page of the SOIA website, including a direct link to your website
- Logo featured on all volunteer shirts/bandanas, handbooks, general information packets, programs, competition banners, and coach packet inserts distributed at every SOIA state competition
- Your organization’s name and logo prominently featured in SOIA recognitions, including banners, newsletters, and VIP receptions



Platinum Partner **\$15,000**

- Company logo on brochures, event t-shirts, press releases, and any and all correspondences affiliated with the Truck Convoy
- Company name mentioned on all radio interviews and promotions
- Logo and website link on Truck Convoy landing and registration pages
- Inclusion in a minimum of 3 eblasts sent to over 30,000 loyal Special Olympics followed and Law Enforcement Torch Run members
- Up to 30 trucks in the Truck Convoy and 30 t-shirts, antenna flags, and swag bags

Gold Partner **\$10,000**

- Company logo on brochures, event t-shirts, press releases, and any and all correspondences affiliated with the Truck Convoy
- Logo and website link on Truck Convoy landing and registration pages
- Inclusion in a minimum of 2 eblasts sent to over 30,000 loyal Special Olympics followed and Law Enforcement Torch Run members
- Up to 25 trucks in the Truck Convoy and 25 t-shirts, antenna flags, and swag bags

Silver Partner **\$5,000**

- Company logo on brochures, event t-shirts, press releases, and any and all correspondences affiliated with the Truck Convoy
- Logo on Truck Convoy landing and registration pages
- Inclusion in a minimum of 1 eblasts sent to over 30,000 loyal Special Olympics followed and Law Enforcement Torch Run members
- Up to 20 trucks in the Truck Convoy and 20 t-shirts, antenna flags, and swag bags

Bronze Partner **\$2,500**

- Company logo on brochures, event t-shirts, press releases, and any and all correspondences affiliated with the Truck Convoy
- Logo on Truck Convoy landing and registration pages
- Up to 15 trucks in the Truck Convoy and 15 t-shirts, antenna flags, and swag bags

Long Haul Partner **\$1,000**

- Company logo on event t-shirts
- Up to 10 trucks in the Truck Convoy and 10 t-shirts, antenna flags, and swag bags

Short Haul Partner **\$500**

- Listing on event t-shirts
- Up to 5 trucks in the Truck Convoy and 5 t-shirts, antenna flags, and swag bags

WWW.SOIOWA.ORG/TRUCK-CONVOY

