

POTENTIAL SPONSOR ASSETS

**Special
Olympics**
Maryland



MSP POLAR BEAR PLUNGE

Co-branded marketing campaign on WBAL, NBC4, and Telemundo (EXAMPLE)

WBAL TV, NBC4, and Telemundo Commercial Tags (EXAMPLE)

98 Rock, 1090 AM Radio Commercial Tags

Presenting Sponsor of Telethon

Presenting Sponsor of Plunge Property: Cool Schools, Corporate, Police, and Super Plunge

Hourly Plunge Sponsor at Maryland Plunge

Vendor Space across the 3-day event to interact with 10,000+ Plungers

VIP Passes to Police Plunge Reception or Champions Reception

Logo on Plunge sweatshirt back, main event banners, various Plunge tents (Registration, Ice Lodge, VIP), videoboards

Giveaway in Plunger cinch sack

Complimentary Plunger Spots

Logo in Plunge emails

Social media and website recognition



DEEP CREEK DUNK

Presenting sponsor of Dunk and Goosebumps, Grapes and Growlers (wine tasting event)

Logo on Dunk sweatshirt back, main event banners

Tickets to VIP Dunk reception and Goosebumps, Grapes and Growlers

Complimentary Dunker Spots

Logo in Dunk emails

Social media and website recognition



TORCH GALA

Tickets and tables to attend Gala

Logo included on signage, videoboards, SECU Arena ribbon boards

Presenting sponsor of Torch Gala

Inclusion in media coverage before and during Gala

Social media and website recognition

OVER THE EDGE

Logo on main event banners, rappeller t-shirts

Rappeller spots to rappel down 6100 Merriweather Drive with a commemorative photo

Social media and website recognition

A VALUABLE BRAND



95% of customers recognize us as a brand deserving of respect, loyalty, and good will in the U.S.



Nearly 9 in 10 customers believe Special Olympics has a positive social impact.



Special Olympics is among the Top 10% of most trustworthy Brands in the U.S.



Special Olympics ranked as the 4th Most Trusted Nonprofit in a 2022 report by intelligence company Morning Consult.

STATE GAMES & CHAMPIONSHIPS

WBAL-TV Commerical Tags and Media Coverage (Summer Games)

98 Rock and 1090 AM Radio Commerical Tags (Summer Games)



Event or Venue Presenting Sponsor Branding

Logo included on signage, videoboards, Volunteer t-shirts

Social media recognition

Volunteer opportunity

COACH EDUCATION & RECOGNITION

Program or Resources Presenting Sponsor Branding

Logo included on signage or Volunteer t-shirts

Social media recognition

Volunteer opportunity

ATHLETE LEADERSHIP

Program, Event, Venue or Print/E-Resources Presenting Sponsor Branding

Brave In The Attempt Talks Presenting Sponsor

Logo included on signage or Volunteer t-shirts

Social media recognition

Volunteer opportunity



YOUNG ATHLETES

Program, Event, Venue or Print/E-Resources Presenting Sponsor Branding

Logo included on signage or Volunteer t-shirts

Social media recognition

Volunteer opportunity

HEALTHY ATHLETES

Event, Venue or Print/E-Resources Presenting Sponsor Branding

Logo included on signage or Volunteer t-shirts

Social media recognition

Volunteer opportunity



DIVERSITY, EQUITY, & INCLUSION EXPERIENCE

Customized Team Building Inclusion Experience with Special Olympics Maryland Athlete

Athlete Keynote Speaker on Life with an Intellectual Disability

**Special
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ATHLETE ENGAGEMENT OPPORTUNITIES ARE AVAILABLE AND ENCOURAGED FOR ALL SPONSORS