



***Special
Olympics***
Prince Edward Island

*Sponsorship
Opportunities*

Greetings from Special Olympics PEI

Special Olympics is an unprecedented global movement. Through quality sport training and competition, Special Olympics improves the lives of individuals with intellectual disabilities and, in turn, the lives of everyone they touch. Special Olympics athletes use sport to develop physical fitness, find acceptance, become confident, and aspire to greatness in other aspects of their lives.

Special Olympics PEI stands as a leader in the field of sport for individuals with intellectual disabilities. Here in PEI, we have more than 650 athletes training and competing in over 100 programs year round, in communities across PEI. New programs are constantly in the works as athletes strive for their personal bests. As we expand, we are looking for new sponsors to expand with us.

To our past sponsors, thank you for your continued support. To new potential sponsors, we encourage you to explore the many ways you can support the wonderful work we do.

“Let me win.
But if I cannot win,
Let me be brave in the attempt.”
-Athletes Oath



In this catalogue you will find information about different sponsorship opportunities and their benefits. Should you require more information, or if you would like to discuss how you or your company may support Special Olympics PEI, please contact:

Charity Sheehan
Executive Director
902-368-8919 csheehan@sopei.com

Sponsorship Opportunities

There are many different ways to support Special Olympics PEI:

- | | | |
|--------------------------|-----------------------|---------|
| <input type="checkbox"/> | Draft an Athlete | Page 4 |
| <input type="checkbox"/> | Team PEI Booster Club | Page 5 |
| <input type="checkbox"/> | Bowling Provincials | Page 6 |
| <input type="checkbox"/> | Office Casual Days | Page 7 |
| <input type="checkbox"/> | Enriching Lives Gala | Pages 8 |
| <input type="checkbox"/> | Make a Donation | Page 9 |

Team PEI Draft an Athlete Program

Every two years, alternating between Summer and Winter, athletes, coaches and mission staff represent PEI at Special Olympics National Games. Held in locations across Canada, Island athletes compete in a wide range of sports.

When given an opportunity to experience the thrill of competition at a Special Olympics National event, words can not describe the positive impact this has on an athlete and their family. Through competition, these athletes gain self-esteem, confidence and strength, which benefits all aspects of their lives.

The Team PEI **Draft an Athlete** program allows local businesses to sponsor an athlete and / or coach in their communities. Sponsorship to the **Draft an Athlete** program will showcase your support for Special Olympics PEI and will help offset the cost of these Games.

As a thank you for your donation of \$850, your company will receive the following recognition:

- **Website:** Recognition on the Special Olympics PEI website on the Team PEI page.
- **Send-Off:** Invitation to and introduction at the Team PEI Send-off Pep Rally.
- **Competition Update:** Your organization will receive postcards from your sponsored athlete (s) while at the Games.
- **Tax Receipt:** You will receive a charitable tax receipt for the full amount of your support.
- **Athlete Opportunity:** The opportunity to partner with a Special Olympics athlete for a company function. Increase your community profile by hosting a 'special event' in partnership with Special Olympics PEI.

Special Olympics
Prince Edward Island





Team PEI Booster Club

The Team PEI **Booster Club** is a great way for smaller businesses, organizations, or individuals to show their support for Team PEI. The **Booster Club** was introduced as a way for local businesses to support local athletes so that they can concentrate on going for gold.

The **Booster Club** involves a donation of \$50 or more to Team PEI. In return for your support you will receive:

- An invitation to the Team PEI Pep Rally.
- A certificate acknowledging your support.
- A charitable tax receipt.



For more information on Team PEI, including a current Team Roster, please visit our website.

5-Pin Bowling Provincials

Each May, Special Olympics PEI brings its nine bowling programs together for the two day **5-Pin Bowling Provincials**. Over 250 athletes, coaches and volunteers enjoy a great competitive weekend with bowling being the spotlight.

Although the focus is on competing, athletes and coaches also have the opportunity to meet fellow competitors and take part in a Special Olympics dance. To make sure that every Special Olympics PEI athlete that participates in bowling has the opportunity to compete in the **5-Pin Bowling Provincials**, the cost to each athlete is minimal.

Your sponsorship will be supporting Special Olympics athletes and helping to offset the cost of the Bowling Provincials, which costs approximately \$21,000 for the two day event. There are two ways you can help support the 5-Pin Bowling Provincials:

- **Community Sponsor**
Your \$500 Donation will help to ensure that athletes in your community are able to participate in the **5-Pin Bowling Provincials**.
- **Event Sponsor**
Event sponsorships vary in size and type. If you wish to support the **5-Pin Bowling Provincials** at this level, please contact us.

For your donation, Special Olympics PEI will recognize you as a **5-Pin Bowling Provincial Sponsor** for the tournament and give your company the following:

- Logo in Bowling Provincials program, circulation approximately 250 people.
- Logo in one Special Olympics PEI Newsletter.
- Name Recognition on event t-shirts (approximately 250 shirts).
- Your logo on Special Olympics PEI website acknowledging your company as a 5-Pin Bowling Sponsor.
- Recognition during medal presentations.

Sponsorship Opportunities

Special Olympics
Prince Edward Island



Office Casual Days

Dress Down Fridays, Casual Days, Blue Jean Fridays...

It doesn't matter what you call it, it is all for a great cause!

Office Casual Days are definitely popular in most offices, so why not raise money for a good cause at the same time. In exchange for the opportunity to wear jeans on Friday, ask employees to donate a couple of dollars to Special Olympics PEI.

Whether you are a company of 5 or 50 employees, your involvement in **Office Casual Days** will make a difference to Special Olympics PEI and will allow Special Olympics PEI to continue to provide sports opportunities to individuals with an intellectual disability in PEI.

If you choose to participate in this program we will supply stickers for your staff to wear to show their support. We will also supply signage to identify Special Olympics casual days at your workplace.

Tax receipts can be issued to individual participants (for a minimum of \$20).



Enriching Lives Gala

The Enriching Lives Gala is Special Olympics PEI's signature fundraising event. The Gala is hosted at the Delta Prince Edward by Marriot and includes a Silent Auction, impressive line-up of Celebrity Guests, exciting Raffle, and thrilling Live Auction.

Ways to support the Enriching Lives Gala:

- **Attend the Gala:** Tables of 8 are available for \$880. Individual tickets are also available.
- **Donate an Auction Item:** Donate an item to our Silent or Live Auctions.
- **Bid on our Silent Auction:** The Silent Auction is hosted online, so anyone can bid! The Silent Auction opens 2 weeks before the Enriching Lives Gala.
- **Event Sponsorship:** Please reach out for our most up-to-date Enriching Lives Gala Sponsorship Deck.



*Enriching
Lives* GALA
IN SUPPORT OF THE
SPECIAL OLYMPICS FESTIVAL

Sponsorship Opportunities

Special Olympics
Prince Edward Island



Commitment Form

Contact Information

Company _____

Contact _____

Address _____

City _____ Postal _____

Phone _____ Fax _____

Please Choose Your Sponsorship Opportunity (s):

- Draft an Athlete _____ x \$850 = \$ _____
- Team PEI Booster Club \$ _____
- 5-Pin Bowling Provincials
 - Community Sponsor \$500
 - Event Sponsor
- Office Casual Days
- Enriching Lives Gala
 - Enriching Lives Gala Ticket (s) _____ x \$110 = \$ _____
 - Auction Item Donation _____
 - Event Sponsor
- Donation to Special Olympics \$ _____

Our Payment is Attached _____ Please invoice us _____

Thank You for Supporting Special Olympics PEI

Please make cheques payable to Special Olympics PEI.

**A tax receipt will be issued for all gifts over \$20.

Email form to: csheehan@sopei.com

Mail form to: 40 Enman Cres. Room 240 Charlottetown, PE C1E 1E6

Fax form to: 902-892-4553

Sponsorship Opportunities



Special Olympics *Prince Edward Island*

Special Olympics PEI
40 Enman Crescent, Room 240
Charlottetown, PE
C1E 1E6

Phone: 902-368-8919
Fax: 902-892-4553
E-mail: csheehan@sopei.com