



## **SPECIAL OLYMPICS – A PROVEN PARTNER**

Special Olympics is among the most well-known and well-respected brands in the United States with a 95% positive brand recognition.

Corporations that partner with Special Olympics share our brand values. We are a trusted organization reaching deep into local communities around the world. Our programs succeed in changing lives, building advocacy networks and creating a lasting impact.

### **Why Special Olympics?**

Our mission of accomplishments, inclusion and acceptance is timely and compelling. Our community-based programs provide individuals and businesses with tangible, real-life evidence of the return from their support. Corporate Partnerships with Special Olympics strengthen partners' brand value, build consumer loyalty and promote business objectives while helping Special Olympics deliver our mission. With local programs in every county throughout Illinois as well as nearly 200 countries worldwide, Special Olympics has the reach to provide global visibility and the depth to offer abundant opportunities for involvement at a community level.

### **PARTNERSHIP IMPACT**

Corporations who partner with Special Olympics experience the below benefits:

- Improved employee morale
- Increased sales
- Stronger connection to the communities they serve

### **WAYS TO GET INVOLVED**

We invite corporate America to Join Special Olympics Illinois. Corporate sponsorship offers a variety of ways for your company to get involved including:

- Sponsor an area, regional or state competition or special event in your community. We transfer goodwill to our corporate sponsors by connecting them in the hearts and minds of our audience, with the cause they hold dear
- Conduct a Cause-Marketing Program. Connect with your audience to touch both their family and friends by supporting Special Olympics Illinois with a cause-marketing campaign to strengthen customer loyalty and raise funds that will help transform the lives of nearly 23,000 statewide.
- Add Special Olympics to your Employee Giving Campaign. More than 3.4 million children and adults in the United States and 210,000 living in Illinois along have intellectual disabilities. Encourage your employees to support the cause by donating to Special Olympics Illinois through payroll deduction.



## OUR PARTNERS

National Strategic Partners

Special Olympics North America is proud to partner with the following companies:

United Airlines	Mattel, Inc.
Bank of America, Inc.	Finish Line
The Coca-Cola Company, Founding Partner	Safeway, Inc.
Procter and Gamble Company	Subaru of America

## Illinois Corporate Partners

Special Olympics Illinois and the Illinois Law Enforcement Torch Run is proud to partner with many great corporations, including:

Apple Vacations	Great Lakes Coca Cola
Blue Cross Blue Shield of Illinois	Heartland Coca Cola
Casey's General Store	MAKE Corporation
Clear Channel Outdoor	Motorola Solution Foundation
Culver's	Texas Roadhouse
Dunkin'	United Airlines
GEICO	US Foods

For more information about how to partner with Special Olympics Illinois or the Illinois Law Enforcement Torch Run please contact Jim Fitzpatrick at [jfitzpatrick@soill.org](mailto:jfitzpatrick@soill.org) or call 1-800-394-0562.