



CORPORATE PARTNERS

Fortune 500 corporations support Special Olympics because of shared brand values and our global reach. We are a trusted organization that reaches around the globe and deep into local communities. Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics movement has grown from a few hundred athletes to nearly 3.5 million athletes in 226 Programs in all regions of the world, providing year-round sports training, athletic competition and other related programs. Our local Programs succeed in changing lives, building advocacy networks and creating a lasting positive impact. As a result, consumers recognize us as a brand deserving respect, loyalty and good will. This public trust transfers to our corporate partners as well. The growth of the Special Olympics movement would not be possible without the generous support from our corporate partners:

AT&T

Through a nationwide sponsorship in the United States, AT&T donates funds to Special Olympics when engaged consumers purchase eligible products and services. This cause-related marketing initiative supports the organization and our mission to provide year-round sports training and athlete competition for children and adults with intellectual disabilities. The donation program runs from May 9, 2011 through February 29, 2012.

Bank of America Foundation

The Bank of America Charitable Foundation pledged its support for the Special Olympics movement and its mission by providing funding for Special Olympics Team USA, the 2007 Special Olympics World Summer Games in Shanghai, China and the 2009 Special Olympics World Winter Games in Idaho. The Foundation provided support for the 2010 Workforce Development Town Hall and in 2011 made a three-year commitment to the movement, including support for Special Olympics Team USA and Healthy Athletes.

2011 Special Olympics Team USA and Healthy Athletes

Bank of America once again is supporting the delegation representing Special Olympics Team USA. In addition to supporting athletes from across the U.S. in their preparations for Athens, the bank's 2011 contribution, made through the Bank of America Charitable Foundation, will also support Healthy Athletes at the Summer World Games.

2010 Workforce Development Town Hall – Washington, D.C.

The Bank of America Charitable Foundation provided support for the 2010 *Developing an Inclusive Workforce* Town Hall where representatives from Special Olympics and Bank of America presented a day-long forum to assess job opportunities and levels of inclusion in the workplace for people with intellectual and developmental disabilities. Representatives from advocacy groups and federal agencies outlined the need for increased job opportunities, the importance of integration in work settings and examined current obstacles to employment for individuals with disabilities.

2009 Special Olympics World Winter Games – Idaho, Special Olympics Team USA

Through the generosity of the Foundation, Special Olympics Team USA was able to train and send approximately 330 athletes, 84 coaches and 50 support personnel to compete in the 2009 Special



Olympics World Winter Games in Boise, Idaho. Team Bank of America volunteers cheered on Special Olympics athletes at the Special Olympics Team USA Training Camp, as well as send-off receptions for athletes in cities across the country. In addition to the continued support for Special Olympics Team USA, Bank of America provided support for the 2009 Special Olympics World Winter Games by becoming the Presenting Sponsor of the Founders Reception held in honor of the Founder of the Special Olympics movement, Eunice Kennedy Shriver.

The Coca-Cola Company

The Coca-Cola Company has been a founding partner of Special Olympics since 1968. Through the generosity of cash, in-kind, volunteers and awareness that support Special Olympics Programs and events around the world, Coke has fostered acceptance and inclusion of millions of Special Olympics athletes.

2011 Special Olympics World Summer Games – Athens, Greece

Coca-Cola launched a multifaceted engagement strategy for the Games including advertising, commemorative packaging, retail displays, print and radio ads, an online awareness campaign through Facebook and a television commercial airing throughout Greece featuring Coke employees and a Special Olympics athlete sharing the message of Special Olympics. The Coca-Cola Happiness House, located in the athlete villages and OAKA festival area, feature interactive games and artwork development programs.

2009 Special Olympics World Winter Games – Boise, Idaho

As an Official Global Sponsor of the 2009 Special Olympics World Winter Games in Boise, Idaho, Coca-Cola demonstrated its commitment to the Special Olympics movement through a full blown advertising and promotional campaign using local Idaho Special Olympics athletes.

2010 FIFA World Cup™ – Johannesburg, South Africa

On July 3, 2010, the first-ever Special Olympics Unity Cup presented by Coca-Cola took place during the FIFA World Cup™ in Cape Town, South Africa. Celebrities, soccer legends and even the President of South Africa, Jacob Zuma, took to the field alongside 16 Special Olympics athlete teammates who hailed from all over the world. The Special Olympics Unity Cup presented by Coca-Cola represented a compelling vision of dignity, empowerment and inclusion—a vision for the whole world to embrace.

Marketing Support Highlights

During the Vancouver Olympic Winter Games, Coca-Cola aired a television commercial celebrating the accomplishments of Olympians and Special Olympics athletes alike. The theme of the commercial was “supporting Olympics dreams” and featured several Special Olympics athletes alongside Olympic athletes and Special Olympics supporters such as Michelle Kwan (Special Olympics Board Member), Carl Lewis and Nadia Comaneci (Special Olympics Board Member). The commercial was the 3rd highest rated Olympic ad in primetime, according to Nielson, and reached almost 260 million households in the United States.



Hilton Worldwide is the Official Hotel Sponsor of the 2011 Special Olympics World Summer Games. One of the newest Global Sponsors of Special Olympics, Hilton announces their multi-year agreement to the movement at a press event at the Athens Hilton during the 2011 World Summer Games. The Athens Hilton will also host a moving photo exhibit to showcase images of Special Olympics athletes. Throughout the World Games, hotel guests and the public are invited to view the exhibit, which features images by renowned photographer Richard Corman.

Mattel, Inc. and Mattel Children's Foundation

Mattel, Inc., and the Mattel Children's Foundation launched a global partnership with Special Olympics in 2005. Mattel's support focuses on the development of three programs: the Young Athletes™ program, which will engage youth ages 2 through 7 with intellectual disabilities; the Special Olympics Get Into It® school-based curriculum, which will teach understanding, acceptance and involvement; and Team Mattel, which engages Mattel employees as volunteers in the Special Olympics movement around the world.

Since the partnership's inception, 11,000 Mattel employees have volunteered at 360 sports events, more than 22,000 Young Athletes and their family members have been recruited, and over 570,000 young people have volunteered in more than 15,000 schools with training for over 79,000 teachers.

During the 2011 Special Olympics World Summer Games, Mattel will launch its partnership theme: "Be a fan of Play." Mattel's philanthropic values reinforce play: play together, play fair, play with passion, play to grow. Like Mattel, Special Olympics provides a platform for our athletes to demonstrate their spirit and passion, their ability to play together, with fairness and striving for personal growth. Mattel will demonstrate their philanthropic values through a variety of unity and youth related activities as well.

MTM Recognition, Inc.

MTM Recognition has been manufacturing and sponsoring Special Olympics World Games medals since 1987 and has been the official U.S. awards licensee of Special Olympics for over 20 years.

The Procter & Gamble Company

In the United States the annual P&G brandSAVER® has raised more than \$36 million for Special Olympics since its inception in 1980. Through this cause marketing promotion, Special Olympics has consistently contributed to driving sales, market share and incremental retail activity for the participating brands. Procter & Gamble has also provided support to Special Olympics globally through Regional Grants.

In 2011, P&G launched a campaign that honors Special Olympics moms by supporting their sons and daughters with a gift to Special Olympics Team USA to help in their journey to the 2011 Special Olympics World Summer Games in Athens, Greece. P&G is also making it possible for people to make a difference in the lives of Special Olympics Team USA athletes by visiting P&G's Thank You Mom Facebook page at www.facebook.com/thankyoumom. The site also features information about Special Olympics, heartfelt stories from the moms of Team USA athletes and an opportunity to create a unique family tribute video.



Safeway Inc.

In 2008, Safeway Inc. added Special Olympics as a beneficiary of its successful April customer fundraising campaign to benefit individuals with disabilities. Through customer donations at register, Safeway raised \$10 million in 2008, \$11.2 million in 2009, \$10.7 million in 2010, and \$10.4 million in 2011. The campaign provided a platform for local Special Olympics Programs in the 21 states, the District of Columbia and Canada to collaborate with their local Safeway stores to raise awareness for the promotion.

TD Bank

Through its “Be a fan” campaign, TD Bank has enlisted thousands of volunteers and fans in support of athletes from Maine to Florida through a combination of in-store donations, wristband sales at TD Bank store locations, and internal fundraising at TD Bank. The campaign is in its third year.

Walmart

The Walmart Foundation has supported the Special Olympics movement at all levels. Through their National Giving Program a total of \$1,600,000 was provided to support the 2009 Special Olympics World Winter Games in Boise, Idaho. The funds supported a “Greening the Games” initiative by bringing “green” buses into the World Winter Games fleet to provide transportation for athletes, coaches and supporters, as well as by supporting a recycling program at the Games. In a similar effort, the Walmart Foundation provided \$250,000 to support green initiatives at the 2010 Special Olympics USA National Games in Lincoln, Nebraska, July 2010.

Walmart has been a strong supporter of Special Olympics Programs in the U.S. through its State Giving Program, Walmart Store and Sam's Club Giving Programs, in-kind support and employee engagement through their Volunteerism Always Pays program.

In 2009, the Walmart Foundation provided a \$100,000 grant to Special Olympics, Inc. to augment support for Healthy Athletes initiatives in the United States. In 2011, an additional \$500,000 of funding will continue to support Healthy Athletes initiatives in communities across the United States.

Special Olympics Healthy Athletes Supporters:

Lions Clubs International - Global Partner Special Olympics - Lions Clubs International Opening Eyes®

In 2001, the Lions Clubs International Foundation awarded Special Olympics the first grant in its seven-year, US\$9 million commitment. Together, these two organizations work to bring proper eye care to more Special Olympics athletes around the globe. The commitment isn't just financial the organization also has supported the Opening Eyes program with thousands of volunteers from more than 50 countries.



Essilor International - Official Global Supplier of Ophthalmic Lenses

Essilor International is the official global supplier of ophthalmic lenses to Opening Eyes. Essilor helps eye care providers who volunteer at Opening Eyes events improve their clinical skills and have their attitudes about people with intellectual disabilities transformed

The Sàfilo Group - Sponsor, Special Olympics Lions Clubs International Opening Eyes® Sàfilo supports the Opening Eyes program by supplying free optical frames and sunglasses. Sàfilo donated 11,000 frames and 20,000 sunglasses per year from 2003-2008

Other supporters of the Special Olympics movement include:

- Minor League Baseball Minor League Baseball Charity Partner
- NBA Cares
- PGA of America
- United States Golf Association

Law Enforcement Torch Run® for Special Olympics Supporters:

- International Association of Chiefs of Police
- Fraternal Order of Police
- Krispy Kreme Fundraising Partner
- Red Robin