



Special Olympics

Be a fan™



CORPORATE PARTNERS

For marketers of global businesses and brands interested in building awareness and growth, there is no better partner than Special Olympics. Special Olympics' community-based programming provides corporate supporters with real and tangible evidence that their support makes a difference - on a global scale. As corporate social responsibility is becoming an increasingly visible corporate metric – a partnership with Special Olympics can prove to be strategic and valuable to a corporation. We focus on those partnerships to which we bring not only an appealing giving opportunity, but also brand alignment, employee engagement value, cause marketing value and relationship value. The growth of the Special Olympics movement would not be possible without the generous support from our corporate partners:

The Coca-Cola Company (Official Global Partner of Special Olympics Inc.)

The Coca-Cola Company is one of Special Olympics' founding corporate sponsors and has been affiliated with the movement since 1968. Today, Coca-Cola is an Official Global Partner of Special Olympics, Inc. Coca-Cola supports the movement through cash, in-kind products and services, and marketing and fundraising support. Over the years Coca-Cola has provided support for local Special Olympics Programs around the world through its bottlers. Support for Program has ranged from cash, VIK and volunteers for local events.

As an Official Global Partner of the 2007 Special Olympics World Summer Games in Shanghai China Coca-Cola further demonstrated its commitment to the movement by presenting a check for 8 million RMB (US\$1 million). The donation largely represented proceeds from cause-related marketing campaigns conducted in China by Coca-Cola which included a major online auction and Special Olympics commemorative packaging. In addition to its cause-related marketing, Coca-Cola carried out a multifaceted awareness campaign in China that included school and university outreach, Internet activity, outdoor advertising, retail displays and signage on nearly 20,000 coolers and vending machines in the Shanghai area.

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, including Team USA and the 2007 Special Olympics World Summer Games.

Special Olympics Team USA

Through the generosity of the Foundation, Special Olympics Team USA was able to train and send nearly 400 athletes and 150 coaches and managers to compete in the 2007 Special Olympics World Summer Games. Bank of America volunteers also participated in the Team USA training camp, as well as send-off receptions for Team USA athletes in various markets across the country.

2007 Special Olympics World Summer Games - Shanghai, China

As part of a joint effort between the bank and China Construction Bank, the Bank of America Charitable Foundation also provided funding to support the 2007 Special Olympics World Summer Games. This was the first joint philanthropic effort in conjunction with a major event for Bank of America and China Construction Bank and it embodied the two companies' goals for social responsibility and community development.

Starwood Hotels & Resorts Worldwide (Exclusive Hotel Sponsor of Special Olympics Inc)

Starwood is the exclusive Hotel Sponsor of Special Olympics. Through donations, cause-related marketing and the support of the Starwood Preferred Guest program, Starwood generates positive awareness for Special Olympics and its mission.



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Starwood Hotels was also an Exclusive Hotel Sponsor of the 2007 Special Olympics World Summer Games, in Shanghai China. Over the period of the World Games Starwood provided almost 4,000 room nights for Special Olympics athletes, families, coaches, officials and guests. Additionally in the lead up to the Games, Starwood conducted a cause related marketing campaign in the form of a souvenir panda being sold in 38 of its hotels in China. Sales from the "Panda Program" resulted in an additional \$50,000 being raised for Special Olympics.

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.

At the Special Olympics 2007 World Summer Games in China, Mattel provided financial support for the Global Youth Summit, Family Forum and Young Athletes™ demonstrations. More than 50 Team Mattel employee volunteers from 13 countries came to Shanghai as volunteers. They participated in various activities, including the Global Youth Forum, and cheered wholeheartedly at the competitions. Mattel also gave a limited-edition Hot Wheels car bearing the Special Olympics logo to each of the nearly 7,500 athletes participating in the Games.

DHL (Global Partner of the Special Olympics Law Enforcement Torch Run for the 2009 Special Olympics World Winter Games)

In 2007, DHL and Special Olympics formed a partnership that has enabled the Law Enforcement Torch Run® for Special Olympics to travel for the first time ever to cities all over the world en route to the World Games.

With DHL as a Global Partner of the Law Enforcement Torch Run for the 2007 Special Olympics World Summer Games, it became possible in 2007 to transport the "Flame of Hope™" from its traditional lighting location in Athens through key international cities worldwide, bringing it to five continents before its final stop at the Opening Ceremonies of the World Summer Games in Shanghai, China. The cities that were part of the inaugural Global Torch Run included: Cairo - Egypt, London - England, Washington DC – USA, Seoul – Korea, Tokyo – Japan, Sydney – Australia, Beijing, Hong Kong and Macau – China. This marks an exciting milestone for Special Olympics, because previously the "Flame of Hope" was transported from Athens directly to the World Games venue. DHL will similarly serve as a Global Partner of the Law Enforcement Torch Run leading up to the 2009 World Winter Games in Boise, Idaho (USA).

Safeway Inc.

In 2008 Safeway Inc, one of the nations leading retailers added Special Olympics as a beneficiary of the their successful April customer fundraising campaign which takes place in all 21 states in which Safeway does business. During the campaign Safeway shoppers are asked at checkout if they would like to donate \$1 or more to support people with disabilities. In 2008 the campaign raised \$8.1 million to benefit individuals with disabilities in the U.S., a 47% increase in donations from the previous year. The campaign provided a platform for local Special Olympics Programs in the 21 states to collaborate with their local Safeway stores to raise awareness for the promotion.

Wal-Mart

In 2008 the Wal-Mart Foundation donated \$500,000 to support the 2009 Special Olympics World Winter Games in Boise, Idaho. Additionally Wal-Mart has been a strong supporter of Special Olympics Programs in the U.S. through their community grants, in-kind support and employee engagement.



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. Lions play a crucial volunteer role, assisting with registration, color vision testing, visual acuity tests and distribution of glasses and protective sports goggles. In some cases, members also conduct some of the actual vision tests.

Essilor International - Official Global Supplier of Ophthalmic Lenses

Essilor International is the official global supplier of ophthalmic lenses to Opening Eyes. Essilor, the world leader in ophthalmic optical products, first agreed to support Special Olympics' vision health program in 2002. 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, and provides support to Special Olympics and Opening Eyes in various other ways.

Other supporters of the Special Olympics movement include:

- Midwest Trophy Manufacturing, Inc. – Official Sponsor of Special Olympics
- The Procter & Gamble Company – Promotional Partner
- Minor League Baseball – Minor League Baseball Charity Partner
- 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

