



**Special Olympics**  
*Texas*

**ATHLETE OATH:**  
LET ME WIN. BUT IF I  
CANNOT WIN, LET ME BE  
BRAVE IN THE ATTEMPT.

**44,153 CHILDREN  
& ADULT ATHLETES**



**22 SPORTS & 300 ANNUAL COMPETITIONS**



**30,793 VOLUNTEERS**

*Volunteer Oath:* I promise to give of the time in my life, so that Special Olympics athletes can have the time of their lives. I promise to support Special Olympics not just as an expression of charity, but as a form of respect for my fellow human beings. I promise to spread the word of volunteerism because, in giving, I receive so much more in return.



**BE A FAN OF SPECIAL OLYMPICS TEXAS! • 800.876.5646 • WWW.SPECIALOLYMPICSTEXAS.ORG**



# Special Olympics Texas

# WHY PARTNER WITH US?



A partnership with Special Olympics Texas (SOTX) has a powerful impact on the lives of 44,153 athletes, as well as their families and friends, throughout the state of Texas. The positive benefits of your support reach far beyond the day of an event or competition - changing the lives and perceptions of your employees, your company and your community:

## YOUR EMPLOYEES

- Strengthens employees' organizational, leadership, communications and decision-making skills.
- Encourages teamwork.
- Creates a better quality of life where employees live and work.
- Reduces stress and increases morale.
- Expands networking within the company.
- Increases employee awareness and interest in community issues.
- Generates an increased sense of citizenship and civic pride.



## YOUR COMPANY

- Bolsters image as a "Good Corporate Citizen" and builds goodwill towards the company.
- Increases employee morale, loyalty and productivity.
- Creates team building opportunities.
- Improves communication and relations between management and workforce.
- Generates recognition as a good place to work.
- Enhances/increases employee recruitment and retention.

## YOUR COMMUNITY

- Creates healthier communities by improving the overall quality of life for children and adults with intellectual disabilities.
- Generates a renewed spirit of citizenship and civic pride.
- Provides new talent and ideas to meet community needs.
- Increases the level and quality of community services through contributions.
- Fosters a sense of celebration, belonging and achievement through a unified effort and common purpose.



## ADDITIONAL REASONS

- Special Olympics Texas is a 501(c)(3) non-profit organization; it receives no funding from United Way or state or local governments. SOTX is solely funded by contributions from corporations, foundations, individuals, planned gifts and special events.
- One-hundred percent of the funds raised locally by SOTX remains in that community.
- Of every dollar raised, \$0.80 goes directly to support programs for Special Olympics Texas athletes.



*Thank you for your support!*



# Special Olympics Texas

# WE GO THE DISTANCE FOR OUR ATHLETES



SOTX provides year-round opportunities for 44,153 children and adults with intellectual disabilities to participate in sports and gain the confidence to achieve their goals.

## PROGRAMS FOR ATHLETES

- The Athlete Leadership Program (ALPs) provides opportunities for SOTX athletes to serve on the Board of Directors and organizing committees, as well as to become coaches, officials and spokespersons for the organization as Global Messengers.

- Young Athletes™ (YA) is a program for children ages 2 to 7, that focuses on developing fundamental motor tracking and hand-eye coordination through physical play.



- The Motor Activities Training Program (MATP) is designed specifically for athletes who have profound disabilities and are unable to participate in traditional Special Olympics sports. It was created to enhance individuals' motor skills, sports skills and physical fitness.

## INTEGRATION PROGRAMS

- Unified Sports® allows athletes to train and compete in sports activities with peers, friends, family members and partners from the community who do not have disabilities. It offers an opportunity for everyone to get involved and helps promote the inclusion and acceptance of people with intellectual disabilities.
- Project UNIFY - Meet in the Middle promotes acceptance and inclusion between students with and without intellectual disabilities in schools. Participants team up to promote advocacy, acceptance, friendship, fitness and sports opportunities. Benefits of participation include: character development, moral intelligence, leadership, fitness and positive impact on school culture, including bullying prevention.



## A BETTER LIFE

- Special Olympics athletes perform better in school, enjoy stronger family relationships, make more friends and are more prepared to live and work in their communities than their peers who are not involved in Special Olympics (according to a Yale University study).

**52%** of Special Olympics athletes become employed, compared to only 10 percent of individuals with intellectual disabilities who do not participate in Special Olympics.



# Special Olympics Texas

# WE GO THE DISTANCE FOR OUR PARTNERS

## UNIVERSAL IMPACT

Thirty-two percent of the nation's 69.6 million families have at least one family member with a disability. Seventy-three percent of people with disabilities are the heads of households.



## OVERWHELMING SUPPORT

SOTX has a loyal army of more than 68,000 donors and 30,793 volunteers. In return for your support of a cause they care deeply about, they will support you through their loyalty and purchasing habits.

## HIGH PROFILE EVENTS AND PARTICIPATION

We've gained supporters like Yao Ming, Joe Jonas, Elvis Andrus, NFL Hall of Famers Mike Munchak and Bruce Matthews, Governor Rick Perry, Congressman Pete Sessions, Olympian Chad Hedrick, Coach Gary Blair and the Big 12... just to name a few. Special Olympics Texas and its partners are in the spotlight year-round.



## FAVORABLE PUBLIC PERCEPTION

Named "the most credible charity in America" by the Chronicle of Philanthropy and rated "Number 1" in a Procter & Gamble study, compared to other national and international charities.

## VAST RECOGNITION

### SPECIAL OLYMPICS VS. OTHER MAJOR BRANDS

*(According to a national study by Penn, Schoen & Berland Assoc.)*



95% familiarity  
72% favorability



90% familiarity  
88% favorability



Special Olympics

77% familiarity  
95% favorability

Special Olympics Texas, the state's largest amateur sports organization with 44,153 athletes and 3,544 coaches, enjoys a whopping

# 99% RECOGNITION RATE IN TEXAS.

## HEROIC ATHLETES

Nothing matches the courage, pride and pure human excellence that Special Olympics athletes - children and adults with intellectual disabilities - so naturally define. They display the skill, courage and determination that leave spectators speechless.





# Special Olympics Texas

# POWERFUL REACH IN THE HEART OF YOUR MARKET

## TEXAS MARKETS

Special Olympics Texas delivers coverage to your market. Located in 19 major Texas markets, we:

- Host more than 300 competitions throughout the year.
- Deliver benefits to 44,153 athletes.
- Work with more than 50,000 family members.
- Embrace 30,793 volunteers.
- Salute 3,544 coaches.
- Boast more than 68,000 donors, who contributed more than \$8.16 million, plus an additional \$6 million in in-kind goods and services in 2011.

## ATHLETES BY AREA

1	Rio Grande Valley	2,954
2	South Texas	1,450
4	Greater Houston	3,802
5	Beaumont	536
6	Heart of East Texas	1,113
7	East Texas	1,001
9	North Texas	1,030
10	Greater Dallas	6,237
11	Greater Fort Worth	4,323
12	Heart of Texas	1,050
13	Central Texas	5,066
14	Big Country	1,337
16	Panhandle	653
17	South Plains	744
18	Permian Basin/Big Bend	823
19	El Paso	2,063
20	San Antonio	6,579
21	Laredo	1,351
22	Gulf Coast	2,041

## COACHES BY AREA

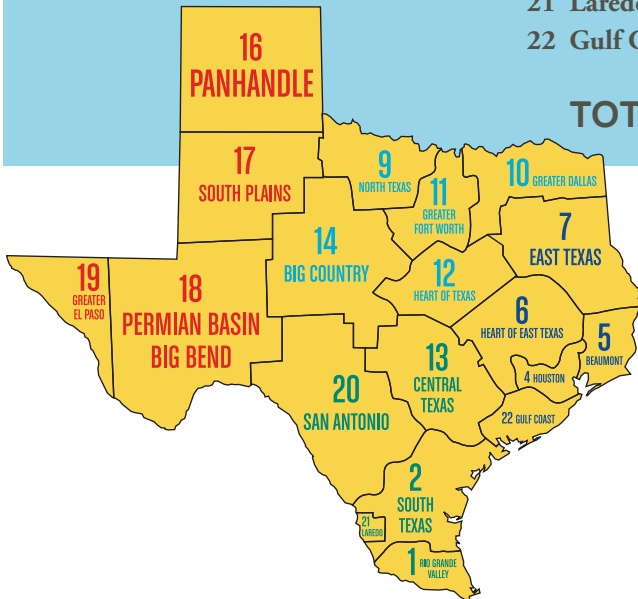
1	Rio Grande Valley	267
2	South Texas	88
4	Greater Houston	458
5	Beaumont	33
6	Heart of East Texas	112
7	East Texas	135
9	North Texas	66
10	Greater Dallas	685
11	Greater Fort Worth	360
12	Heart of Texas	110
13	Central Texas	328
14	Big Country	84
16	Panhandle	71
17	South Plains	77
18	Permian Basin/Big Bend	42
19	El Paso	136
20	San Antonio	250
21	Laredo	67
22	Gulf Coast	175

**TOTAL**

**44,153**

**TOTAL**

**3,544**



Official Partners and Year-Round Co-Sponsors:

