

2015 Winter Games

Sponsorship Opportunities



North Bay 2015

Special Olympics Ontario
Winter Games



**Special
Olympics**
Ontario

Special Olympics is dedicated to enriching
the lives of individuals with an intellectual disability
through active participation in sport



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MESSAGE FROM THE CHAIR

Dear Friends,

On behalf of the North Bay Police Service and the City of North Bay, I'm proud to support the 2015 Special Olympics Ontario Provincial Winter Games. This will be an event of unparalleled emotion and celebration, as the city plays host to over 450 athletes and coaches from across Ontario.

Special Olympics is dedicated to enriching the lives of individuals with an intellectual disability through active participation in sport. Special Olympics is more than an event – Special Olympics delivers world-class sport programs to people with intellectual disabilities daily in communities across Ontario and in over 160 countries world-wide.

The association between the Law Enforcement community and Special Olympics dates back more than 30 years. Under the banner of the Law Enforcement Run for Special Olympics, the Torch Run is the largest grass-roots fundraiser and public awareness vehicle for Special Olympics, raising over \$450 million world-wide since its inception.

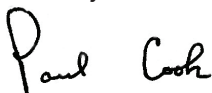
In Ontario, Special Olympics is the charity of choice of the Ontario Association of Chiefs of Police and our Torch Run program is recognized world-wide as a most successful and progressive program. Part of this success has come from our direct alignment with Special Olympics Provincial Games, with a local police service/agency leading and managing games efforts since 1996.

It's now North Bay's turn to shine and demonstrate the great capacity that exists in our city. We've long been the gateway to the North, hosting successful community events with flair and a sense of pride like no other.

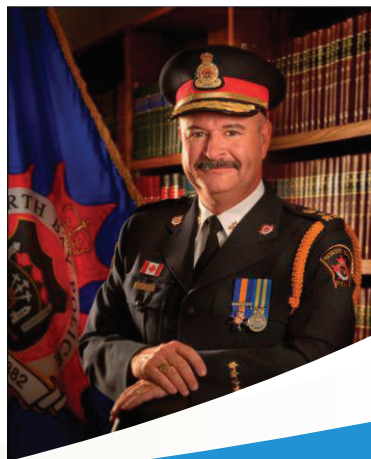
Special Olympics believes that people with intellectual disabilities can, and will, succeed when given the opportunity – they are levelling the playing field and through hosting the Winter Games, we're demonstrating our commitment to this noble effort.

Please take a few minutes to review how you can help make the Games the best ever!

Sincerely



Paul D. Cook
Chief of Police
North Bay Police Service



GAMES OVERVIEW

January 29th to February 1st, 2015

- Three day event attended by 500 athletes, coaches and mission staff from across Ontario
- Supported by 500 local volunteers
- Competition venues and athletes' villages located all over the City of North Bay
- Widespread marketing campaign to engage local and provincial sponsors
- Estimated economic boost of \$1 million for the City and surrounding area
- Special Olympics Ontario – Charitable # 11906 8435 RR0001



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GAMES PARTNER:

Investment: \$25,000+

Exclusive sponsorship of one of the following: VIP reception, family reception, volunteer program, athlete social events, Healthy Athletes Expo, sporting venues or Opening Ceremonies.

- Recognition as an official partner of the Games
- Company logo featured in all paid advertising
- Logo scroll at Opening Ceremonies
- Opportunity to participate in medal presentations
- Recognition for supporting 25 athletes – (Adopt An Athlete Program)
- 10 VIP Honoured Guest passes to receptions, ceremonies and events
- Half-page advertisement in official Games supplement – North Bay Nugget
- Linked company logo on official Games website
- Signage at all sports venues
- Reserved seating at Opening Ceremonies
- Right to use the Games logo for communication purposes
- Commemorative plaque
- Corporate volunteering opportunity



Platinum:

Investment: \$15,000

- Recognition as an official sponsor of the Games
- Logo scroll at Opening Ceremonies
- Opportunity to participate in medal presentations
- Recognition for supporting 15 athletes (Adopt An Athlete Program)
- 6 VIP Honoured Guest passes to receptions, ceremonies and events
- Quarter-page advertisement in official Games supplement – North Bay Nugget
- Linked company logo on official Games website
- Logo on sponsor board
- Reserved seating at Opening Ceremonies
- Right to use the Games logo for communication purposes
- Commemorative plaque
- Corporate volunteering opportunity



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GOLD:

Investment: \$10,000

- Recognition as an official sponsor of the Games
- Logo scroll at Opening Ceremonies
- Opportunity to participate in medal presentations
- Recognition for supporting 10 athletes (Adopt An Athlete Program)
- 4 VIP Honoured Guest passes to receptions, ceremonies and events
- Eighth-page advertisement in official Games supplement – North Bay Nugget
- Linked company logo on official Games website
- Logo on sponsor board
- Reserved seating at Opening Ceremonies
- Right to use the Games logo for communication purposes
- Commemorative plaque
- Corporate volunteering opportunity



SILVER:

Investment: \$5,000

- Recognition as an official sponsor of the Games
- Logo recognition at Opening Ceremonies
- Opportunity to participate in medal presentations
- Recognition for supporting 5 athletes (Adopt An Athlete Program)
- 2 VIP Honoured Guest passes to receptions, ceremonies and events
- Logo in official Games supplement – North Bay Nugget
- Linked company logo on official Games website
- Name on sponsor board
- Right to use the Games logo for communication purposes
- Commemorative plaque

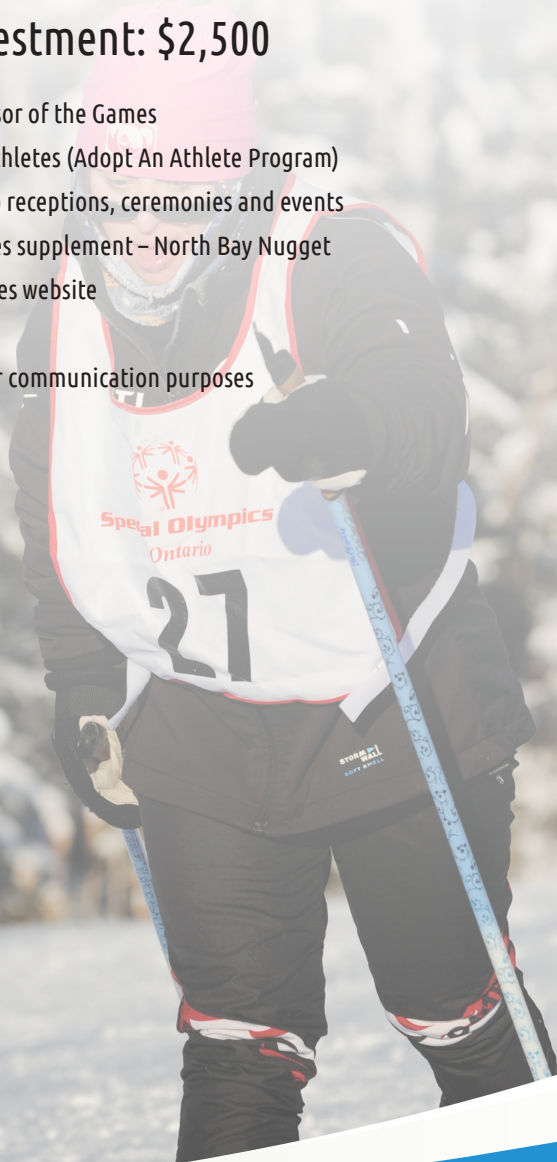


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BRONZE:

Investment: \$2,500

- Recognition as an official sponsor of the Games
- Recognition for supporting 2 athletes (Adopt An Athlete Program)
- 2 VIP Honoured Guest passes to receptions, ceremonies and events
- Company name in official Games supplement – North Bay Nugget
- Company name on official Games website
- Name on sponsor board
- Right to use the Games logo for communication purposes
- Commemorative plaque



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ADOPT AN ATHLETE:

Investment: \$500

- Recognition for supporting 1 athlete
- Receive athlete's name and competition schedule
- Company name on official Games website
- Acknowledgement in official Games supplement – North Bay Nugget
- Right to use the Games logo for communication purposes
- Commemorative plaque

To adopt an athlete right now, visit www.specialolympics2015games.com



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Sponsorship Benefits	Partner \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Adopt an Athlete \$500
Linked company logo on Games website	✓	✓	✓	✓	Name Only No Link	Name Only No Link
Commemorative 2015 Winter Games plaque	✓	✓	✓	✓	✓	✓
Recognition for supporting athletes (Adopt An Athlete Program)	25	15	10	5	2	1
VIP Honoured Guest Passes to events (VIP Reception, venues, Opening and Closing Ceremonies)	10	6	4	2	2	N/A
Company advertisement in Games program supplement – North Bay Nugget	1/2 Page (+)	1/4 Page	1/8 Page	Logo	Name	N/A
Recognition as official partner/ sponsor of the Games	Partner	Sponsor	Sponsor	Sponsor	Sponsor	N/A
Right to use 2015 Winter Games logo for communication purposes	✓	✓	✓	✓	✓	✓
Signage at all sports venues	✓	Logo on Sponsor Board	Logo on Sponsor Board	Name on Sponsor Board	Name on Sponsor Board	N/A
Company logo featured prominently in paid advertising for the Games	✓	N/A	N/A	N/A	N/A	N/A
Recognition at Opening Ceremonies on video walls	✓	✓	✓	✓	✓	N/A
Medal presentation opportunity	✓	✓	✓	N/A	N/A	N/A

(\$3.00 Value In-Kind = \$1.00 Cash)

To get involved contact:

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Special Olympics Ontario Charitable Registration Number 11906 8435 RR0001