

www.raceforinclusion.org



**Special
Olympics**
Florida

www.raceforinclusion.org
Every Mile Matters

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Miami • December 14, 2024

THE REVOLUTION IS INCLUSION

An all-out effort to end discrimination against people with intellectual disabilities.

THE CHALLENGE

It is time to create a world of inclusion and acceptance.

Special Olympics Florida's **Race for Inclusion** is a campaign to inspire people across the state to build communities where everyone is respected and valued. It is a campaign to fight the stigma, isolation, injustices, and health challenges faced by people with intellectual disabilities.

Every step matters.



ABOUT

The **Race for Inclusion** is more than a fundraiser. It is a collection of local and regional events throughout the year, culminating in the fall with a series of races around the state.

Local races may vary — walk, run, swim, and even golf — but they are all part of the **Race for Inclusion** to emphasize our single purpose: building a world that gives people with intellectual disabilities the opportunity to realize their full potential.

WHY WE RACE

We race to change perceptions of people with intellectual disabilities (ID).

We race to show that people with ID have unlimited potential — that they can be world-class athletes, brilliant students, valuable employees, public speakers, artists, authors, and community leaders. We race to create a society that demands respect and acceptance for everyone.

Special Olympics is known worldwide for its work supporting the physical, mental, and social well-being of people with intellectual disabilities. The **Race for Inclusion** will amplify our work — bridging gaps in access and opportunity for a community that represents 3% of the global population.





CELEBRATING **FIVE DECADES** OF EMPOWERMENT



The work of Special Olympics Florida remains as vital today as it did when our state organization was founded in 1972. We continue our mission to create a better world by fostering the acceptance and inclusion of all people.

Through the power of sports, people with intellectual disabilities discover new strengths and abilities, skills, and success. Our athletes find joy, confidence and fulfillment — on the playing field and in life. They also inspire people in their communities and elsewhere to open their hearts to a wider world of human talents and potential.

2024 RACE LOCATIONS

- > Gainesville
- > Jacksonville
- > Miami
- > New Port Richey
- > Orlando (run/walk)
- > Orlando (swim)
- > Palm Beach (golf)
- > Pensacola
- > Tampa (golf)



IMPACT IN SOUTH FLORIDA



Athletes



18,725

67% male | 33% female



Volunteers



10,069



Coaches



481



Competitions



58



Sports



27



IMPACT IN SOUTH FLORIDA



Health Programs



1,933
86
34

Health Screenings
Health Partners
Clinical Directors



Unified Champion Schools



599
80

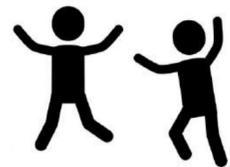
Total Teammates
Total Schools



Athlete Leaders



83



Young Athletes Program



7,719



INCLUSION MANIFESTO

We are not just athletes. We are the ambassadors of an uprising. Peaceful protesters in rebellion against anyone who has a fear of difference.

Our demands are equality, dignity and a recognition of our share humanity. We will not stop or accept anything less.

We are deserving. When we compete, we are fighting for a more inclusive world. We are champions on the field and for this cause.

Today our world is more divided than ever and coming together has never been more urgent.

“

The revolution is inclusion, and it is not optional.”





BECOME A SPONSOR

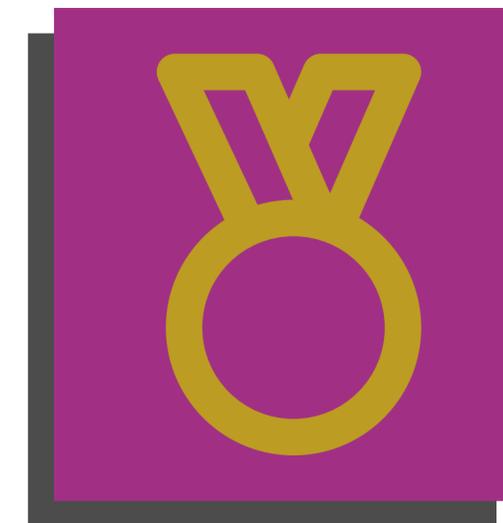
Race for Inclusion is your company's chance to take a stand for compassion, respect, and diversity. It's a way to raise money to enrich the lives of people with intellectual disabilities, while aligning yourself with one of the most admired nonprofits in the world.

Special Olympics has a 95% favorability rating and 85% of people surveyed say they're likely to patronize a company that supports the organization.

By sponsoring the Race for Inclusion, your company can be part of this important and life-changing movement, while meeting your local business objectives.



SPONSORSHIP GOLD LEVEL \$25,000



- Use of Race for Inclusion's name and brand in advertising/marketing for the Miami Race for Inclusion Gold Sponsorship, until December 31, 2024
- Sponsor logo on Race for Inclusion website with link out to article on Special Olympics Florida main website
- Sponsor logo on event/fundraising page of website (Team Raiser)
- Name included in press releases promoting the Miami Race for Inclusion
- Opportunity to provide quote for press release
- A minimum of 2 logo placements within statewide social media posts, and a minimum of 3 regional social media posts
- Opportunity to provide one promotional item in participant gift bags, mutually agreed upon
- Display area at Miami Race for Inclusion event
- Speaking opportunity on stage on event day
- Opportunity to have Regional Director and/or Athlete Leader speak at company event
- Feature company representative in event recap video
- Company logo on thank you card mailed to all participants
- Company name featured in post-event website article
- 100 complimentary Race for Inclusion registrations for company employees
- Logo on bag of all race shirts

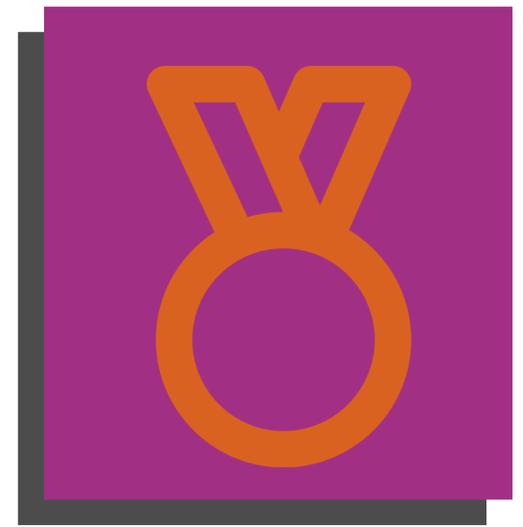
SPONSORSHIP SILVER LEVEL \$15,000



- Use of Race for Inclusion's name and brand in advertising/marketing for the Miami Race for Inclusion Silver Sponsorship, until December 31, 2024
- Name included in email blasts and press releases targeted in your selected region
- A minimum of 1 logo placement within a statewide social media post, and a minimum of 2 regional social media posts
- Sponsor logo and link on Special Olympics Florida regional web page
- Opportunity to provide one promotional item in participant gift bags, mutually agreed upon
- Display area at Miami Race for Inclusion event
- Company logo featured on thank you card to all race participants
- 50 complimentary race registrations for company employees
- Logo on back of all race shirts

SPONSORSHIP

BRONZE LEVEL \$10,000



- Use of Race for Inclusion's name and brand in regional advertising and marketing about the Race for Inclusion Bronze Sponsorship, until December 31, 2024.
- Name included in email blasts targeted in your selected region
- Opportunity for tagged Race for Inclusion social media post(s) on regional Special Olympics Florida social media platforms, when available
- Sponsor logo and web link on Special Olympics Florida regional web page
- Opportunity to provide 1 promotional item in participant gift bags, mutually agreed upon
- Display area at Miami Race for Inclusion event
- Logo on back of all race shirts
- 25 complimentary race registrations for company employees

SPONSORSHIP FAN LEVEL \$5,000

- Sponsor name on Special Olympics Regional web page
- Display area at Miami Race for Inclusion event
- Name listed on selected event signage recognizing event sponsors
- Company name on back of race shirts



SPONSORSHIP SUPPORTER LEVEL

- Sponsor name on Special Olympics Florida regional web page
- Name listed on selected event signage recognizing event sponsors

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START



BAYFRONT PARK
MIAMI

