

THE BLACK & WHITE



*Bocce Ball*™



SEPTEMBER 22, 2018  
Utah Cultural Celebration Center | West Valley City, UT

---

Sponsorship and Underwriting Opportunities

**Special  
Olympics**  
Utah





# Join Us and Discover the Power

Special Olympics Utah is much more than sports. It is a movement dedicated to providing individuals with intellectual disabilities an opportunity to succeed on the playing field — and in life.

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 influence people in their communities and elsewhere to open their hearts to a wider world of human talents and potential.

Today we ask you to join the movement and **Discover the Power** by becoming a sponsor of the **2018 Black & White Bocce Ball**. The night promises to be an extraordinary experience full of inspiration, motivation, and celebration.



# BECOMING A CORPORATE SPONSOR

Find the sponsorship level that works for you, then join us for the 2018 Black & White Bocce Ball

## WHY BECOME A CORPORATE PARTNER?

---

You are supporting Special Olympics Utah's mission to provide year-round sport training and competition for individuals with intellectual disabilities throughout Utah at no cost to the athletes — or their families.

Positioning yourself as a partner of Special Olympics Utah – one of the largest and most respected sport organizations in the world - will bolster your company's reputation and demonstrate your commitment to serving your community.

- Founded in 1968 by Eunice Kennedy Shriver, Special Olympics has grown from a backyard summer camp for people with intellectual disabilities to a global movement, and has been changing lives and attitudes ever since.
- Individuals who compete in Special Olympics develop improved physical fitness and motor skills and greater self-confidence. They exhibit courage and enthusiasm and build lasting friendships. These life skills enhance their ability to live normal productive lives. More than ever, Special Olympics athletes volunteer, hold jobs, own homes, go to school and like everyone else, enjoy full and successful lives.
- Special Olympics' research and evaluation work has advanced knowledge of the needs of people with intellectual disabilities (ID) and their families and has improved knowledge of the cultural and environmental factors that are obstacles to people with ID reaching their full potential. Special Olympics' research is a catalytic force for social and policy change around the globe.
- Special Olympics receives funding in support of the movement from individuals, corporations, foundations, government and restricted grants. The vast majority of funding received is from individuals through the Special Olympics direct mail program.



---

*"Let me win. But if I cannot win, let me be brave in the attempt."*

*-Special Olympics Athlete's Oath*

---

## 2018 BLACK & WHITE BOCCE BALL

Special Olympics Utah's 2018 Black & White Bocce Ball will be held Saturday, September 22nd at Utah Cultural Celebration Center in West Valley City, UT.

A fun, family friendly black tie invited with sneakers evening that begins at 5:00 p.m. and features Italian-themed festivities, extraordinary cuisine, refreshing beverages and open bar, and a fabulous multi themed silent auction. Mix, mingle and play bocce with friends, family and Special Olympics Utah athletes throughout the night!

### WHO IS ATTENDING

More than 400 guests are expected to attend, including corporate sponsors, business owners, and philanthropic leaders.

### EVENT HOSTS & PRESENTING SPONSOR

The 2018 Black & White Bocce Ball hosts are the Special Olympics Utah Board of Directors.

Our Presenting Sponsor is Harmons Neighborhood Grocer.

### SPONSORSHIP OPPORTUNITIES

Gold Sponsor - \$10,000  
Silver Sponsor - \$5,000  
Bronze Sponsor - \$2,500  
Table Sponsor - \$1,250

### EVENT HISTORY

With the launch of the Black and White Bocce Ball in 2016, Special Olympics Utah created a fun, sporty and glamorous night of inclusion where guests are invited to play bocce alongside our Special Olympics Utah athletes.

### OUR VISION

Special Olympics Utah's vision is to create inclusive communities where those with or without intellectual disabilities participate in activities together.

### YOUR SUPPORT

Proceeds from the evening are dedicated to empowering individuals with intellectual disabilities to become physically fit, productive and respected members of society through sports training and competitions.

Special Olympics Utah transforms communities and brings people together through the events and programs throughout Utah.



## OUR MISSION IS SIMPLE

*The mission of Special Olympics Utah is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities. This gives them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.*

Every action we take to **Discover the Power** through all Special Olympics activities reflect the values, standards, traditions, ceremonies, and events embodied in the modern Olympic movement. These Olympic-type activities have been broadened and enriched to celebrate the moral and spiritual qualities of persons with intellectual disabilities to enhance their dignity and self-esteem.

### **AREAS OF INTEREST – SPECIAL OLYMPICS RESEARCH:**

---

#### **The Scope of the Need.**

Before anything can be done to help people with ID live fuller, more satisfying lives, policy-makers and others need to know as much as possible about the difficulties they face. Special Olympics' research has helped fill this knowledge gap by investigating topics such as the attitudes the public has towards people with ID, the general perception of their capabilities, barriers to employment and other aspects of community inclusion, and their health status and access to quality health care.

#### **The Scope of Special Olympics.**

Many people are unaware of the size of Special Olympics and the extent of its programming, but many people think of Special Olympics as an occasional sporting event in the United States that benefits children with ID. While this may have been true decades ago, today Special Olympics is so much more. To help build understanding of Special Olympics, the organization compiles data about itself such as the number of athletes we reach and the international scope of our programming.

#### **The Impact of Special Olympics.**

Special Olympics research and evaluation has shown that the movement has made a significant impact on its athletes, the families of athletes, and the community at large. Special Olympics has collected data on the effect on athlete self-esteem, ability to be employed, and social skills, as well as the influence participation has on volunteers' attitudes, family members' cohesiveness, and other impacts.

#### **Special Olympics Initiatives.**

Central to the success of Special Olympics programming is the evaluation of its initiatives. By thorough and scientific examination, Special Olympics can determine the effectiveness of its programs and make changes to them to maximize impact.



# SPONSORSHIP OPPORTUNITIES

## GOLD SPONSOR – \$10,000

- 10 event tickets with premier table placement & prime Bocce Ball playing time
- Sponsor logo or name listed on the event invitation (commitment must be received prior to the print date)
- Full-page recognition space in the event program
- Sponsor logo or name displayed on the event website
- Sponsor logo or name listed in the presentation shown at the event
- Sponsor logo or name will appear on the “Step & Repeat” event banner
- Recognition in all press releases, public service announcements, and social media package
- Entrance into the VIP Reception/Athlete Meet & Greet

## SILVER SPONSOR – \$5,000

- 10 event tickets with preferred seating
- Sponsor logo or name listed on the event invitation (commitment must be received prior to the print date)
- Half-page recognition space in the event program
- Sponsor logo or name displayed on the event website
- Sponsor logo or name listed in the presentation shown at the event
- Sponsor logo or name will appear on the “Step & Repeat” event banner
- Recognition in all press releases, public service announcements, and social media package
- Entrance into the VIP Reception/Athlete Meet & Greet

## BRONZE SPONSOR – \$2,500

- 10 event tickets
- Reserved table placement
- Sponsor name listed on the event website
- Acknowledgement in the presentation shown at the event

## TABLE SPONSOR – \$1,250

- 10 event tickets
- Reserved table placement

We are happy to discuss customizable underwriting opportunities.

To ensure your name is listed in the event program, the sponsorship commitment form must be received by August 18, 2018.

For more information, please contact Wendy Kelly at 801.910.7281.



## UNDERWRITING OPPORTUNITIES

### Bar and Beverage Service - \$5,000

- Company/Donor name or logo will be prominently displayed at the Bar area throughout the evening
- Company/Donor name will be printed in the night-of event program book as one of the event underwriters (if received before print deadline)
- Two Black & White Bocce Ball Tickets
- Two VIP Reception Tickets

*Description: Underwriting will cover the costs related to bar setup, staff and beverages for the Black & White Bocce Ball.*

### Mobile Bidding - \$5,000

- Company/Donor name or logo will appear on the mobile bidding system
- Company/Donor name printed in the night-of-event program book as one of the event underwriters (if received before print deadline)
- Two Black & White Bocce Ball Tickets
- Two VIP Reception Tickets

*Description: Mobile bidding will be used to enhance the silent auction bidding process and to solicit donations throughout the evening. Underwriting will cover expenses related to mobile bidding technology, which is widely used at auctions benefitting Special Olympics Utah.*

### Bocce Ball Court - \$5,000

- Company/Donor name or logo will be prominently displayed courtside at each Bocce Ball Court
- Company/Donor name printed in the night-of-event program book as one of the event underwriters (if received before print deadline)
- Two Black & White Bocce Ball Tickets
- Two VIP Reception Tickets

*Description: Underwriting will be used to cover the costs related to Bocce Ball court build products, set up and execution the games during the event.*

### Event Program - \$5,000

- Company/Donor name printed in the night-of event program book as one of the event underwriters (if received before print deadline)
- Two Black & White Bocce Ball Tickets
- Two VIP Reception Tickets

*Description: Underwriting will cover the expenses for printing the program book which features silent auction items, opportunity drawing item(s), sponsor acknowledgements, letters from the Board Chair & CEO, and other relevant event information*



**Yes! We will support Special Olympics Utah by sponsoring the 2018 Black & White Bocce Ball, at the following level(s):**

**SPONSORSHIP LEVELS**

- Gold Sponsor – \$10,000
- Silver Sponsor – \$5,000
- Bronze Sponsor – \$2,500
- Mobile Bidding – \$5,000
- Event Program – \$5,000
- Bocce Ball – \$5,000
- Bar – \$5,000
- Table Sponsor – \$1,250
- Individual Ticket – \$125

**SPONSOR INFORMATION**

Select a category:  Corporate  Individual  Foundation

Please print your company name legibly and exactly how you want it to appear in all event materials.

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**ARTWORK:** Please provide your company logo electronically in .JPG or .EPS (Adobe Illustrator CS or higher, PC-compatible, with outlined fonts) file formats as both gray scale and color versions.

**PAYMENT INFORMATION**

My check is enclosed, made payable to Special Olympics Utah.  
 Please charge my credit card:  American Express  MasterCard  VISA  Discover  
Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
Name (as it appears on the card): \_\_\_\_\_  
Billing address (if different from above): \_\_\_\_\_  
Signature: \_\_\_\_\_  
*(you may also call our office to submit CC payment information over the phone)*

**SUBMIT COMPLETED FORM TO WENDY KELLY BY AUGUST 18, 2018.**

Wendy Kelly 1400 South Foothill Drive #238  
Salt Lake City, UT 84107  
Phone: 801.910.7281 | Fax: 801.363.1524 | Email: [kelly@sout.org](mailto:kelly@sout.org)

TAX ID#: 87-0367185  
Fair market value of ticket: \$62.50





## Our Board of Directors

---

Mr. William "Bill" Biddle, – *Chair*

Mr. Robert "Rob" Anderson

Mr. Doug Arveseth – *Treasurer, Chair of Finance Committee*

Mr. Ryan P. Atkinson, *Chair of Governance Committee*

Ms. Margret Ann Crockett

Mr. Jahn Davis

Ms. Amber Gertsch

Ms. Kaylana Gertsch

Ms. Christine Grant

Ms. Lisa Hernandez

Ms. Karen Kunder

Ms. Janet Louie

Mr. Steven Maranville

Ms. Anna Nelson

Mr. Travis Nielsen

Mr. Ryan Taylor – *Secretary, and Chair of Marketing and Development Committee*

Mr. Chuck Warren – *Vice Chair*

Ms. Michelle Wolfenbarger

Ms. D'Arcy Dixon Pignanelli, *President and Chief Executive Officer, Special Olympics Utah*



***Special  
Olympics  
Utah***