

2024 TRUCK CONVOY

BENEFITTING

**Special
Olympics**
Iowa



SATURDAY, SEPTEMBER 21ST

**VETERANS PARKWAY
(HIGHWAY 5, EXIT 101)
WEST DES MOINES, IA
TO THE IOWA STATE
FAIRGROUNDS**

The Truck Convoy® is a one-day celebration of the trucking industry, allied partners, and law enforcement all working together to help raise money for Special Olympics Iowa, so athletes can continue to participate in year-round sports training and competitions, health education, and leadership programs. Individuals involved in the Law Enforcement Torch Run® for Special Olympics have made the Truck Convoy one of their annual signature events.

SPONSORSHIP PROPOSAL



TRUCK CONVOY

FOR SPECIAL OLYMPICS

Iowa

OUR REACH IN IOWA

Special Olympics is transforming the lives of people with intellectual disabilities through sports training and competition, health education and screening, and leadership programming.

- More than 9,100 athletes (children and adults) with intellectual disabilities and Unified partners in all 99 Iowa counties
- 5,000 volunteers and coaches
- Approximately 150 events per year around the state
- 6 statewide championships each year
- 24 Olympics-style sports
- Programs in 11 areas, each coordinated by a volunteer area director



SPONSORSHIP OPPORTUNITIES

PRESENTING/STATEWIDE PARTNER

\$25,000

Presenting Sponsor Event Benefits

- Exclusive billing as presenting sponsor on all Truck Convoy media and collateral materials
- Utilization of "Proud Sponsor of Special Olympics Iowa" in communications about the event from the sponsor
- Company logo on all brochures, event t-shirts, press releases, and any and all correspondences affiliated with the Truck Convoy
- Company name mentioned on all radio interviews and promotions
- Logo on Truck Convoy landing and registration pages with website link
- Inclusion in minimum 3 e-blasts sent to nearly 30,000 local Special Olympics followers and Law Enforcement Torch Run members
- Up to 50 trucks in Truck Convoy, and 50 t-shirts and swag bags for your company

Statewide Partner Benefits

- Prominent recognition during every presentation and in every publication generated by Special Olympics Iowa
- Logo on every page of the SOIA website, including a direct link to your website
- Logo featured on all volunteer shirts/bandanas, handbooks, general information packets, programs, competition banners, and coach packet inserts distributed at every SOIA state competition
- Your organization's name and logo prominently featured in SOIA recognitions, including banners, newsletters, and VIP receptions

PLATINUM PARTNER

\$15,000

- Company logo on brochures, event t-shirts, press releases, and any and all correspondences affiliated with the Truck Convoy
- Company name mentioned on all radio interviews and promotions
- Logo and website link on Truck Convoy landing and registration pages
- Inclusion in a minimum of 3 eblasts sent to over 30,000 loyal Special Olympics followers and Law Enforcement Torch Run members
- Up to 30 trucks in the Truck Convoy and 30 t-shirts and swag bags

WWW.SOIOWA.ORG/TRUCK-CONVOY

SPONSORSHIP OPPORTUNITIES

GOLD PARTNER

\$10,000

- Company logo on brochures, event t-shirts, press releases, and any and all correspondences affiliated with the Truck Convoy
- Logo and website link on Truck Convoy landing and registration pages
- Inclusion in a minimum of 2 eblasts sent to over 30,000 loyal Special Olympics followers and Law Enforcement Torch Run members
- Up to 25 trucks in the Truck Convoy and 25 t-shirts and swag bags

SILVER PARTNER

\$5,000

- Company logo on brochures, event t-shirts, press releases, and any and all correspondences affiliated with the Truck Convoy
- Logo on Truck Convoy landing and registration pages
- Inclusion in a minimum of 1 eblast sent to over 30,000 loyal Special Olympics followers and Law Enforcement Torch Run members
- Up to 20 trucks in the Truck Convoy and 20 t-shirts and swag bags

BRONZE PARTNER

\$2,500

- Company logo on brochures, event t-shirts, press releases, and any and all correspondences affiliated with the Truck Convoy
- Logo on Truck Convoy landing and registration pages
- Up to 15 trucks in the Truck Convoy and 15 t-shirts and swag bags

LONG HAUL PARTNER

\$1,000

- Company logo on event t-shirts
- Up to 8 trucks in the Truck Convoy and 8 t-shirts and swag bags

SHORT HAUL PARTNER

\$500

- Company listing on event t-shirts
- Up to 4 trucks in the Truck Convoy and 4 t-shirts and swag bags

THE IMPACT OF YOUR SUPPORT



9,136

ATHLETES,
YOUNG ATHLETES &
UNIFIED PARTNERS



FINANCIALS

83¢ OF EVERY DOLLAR
DIRECTLY SUPPORTS
ATHLETES

2022 OPERATING
BUDGET **\$3,159,000**

VOLUNTEERS

3,736



COMPETITIONS YEAR-ROUND

117

COUNTIES
REPRESENTED

99



UNIFIED PROGRAMMING

52 PROGRAMS

11,260

EXPERIENCES



UNIFIED CHAMPION SCHOOLS

113 K - 12 SCHOOLS

8

COLLEGES &
UNIVERSITIES



ATHLETE LEADERSHIP

97 GLOBAL MESSENGERS

37 HEALTH
MESSENGERS



DELEGATIONS **327**



SPECIAL OLYMPICS IOWA

551 SE Dovetail Rd
PO Box 620
Grimes, IA 50111
515.986.5520
www.soioowa.org

CONTACT

Maddie Cory
mcory@soioowa.org

WWW.SOIOWA.ORG/TRUCK-CONVOY

