

BENEFITTING

TRUCK CONVOY



SATURDAY, SEPTEMBER 21ST

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

SPONSORSHIP PROPOSAL



Iowa

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 lowa, so athletes can continue to participate in year-rounce 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 one of their annual signature events.

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

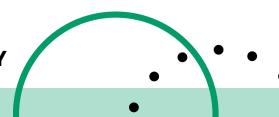
- Prominent recognition during every presentation and in every publication generated by Special Olympics Iowa
- Logo on every page of the SOIA website, including a direct link to your website
- Logo featured on all volunteer shirts/bandanas, handbooks, general information packets, programs, competition 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



SPONSORSHIPOPPORTUNITIES

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 &
UNIVERSITIE



DELEGATIONS 327

97 GLOBAL MESSENGERS

37 HEALTH MESSENGERS







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