

Special Olympics Australia

The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, build confidence, demonstrate courage, experience joy, develop skills and friendships with their families, other Special Olympics athletes, and the community.

There are as many as 850,000 people with intellectual disabilities across Australia. Our goal is to reach out to every one of them – and their families. We do this through a wide range of sport training and physical activity programs, competitions, health screenings and online initiatives. We also create opportunities for families, community members, local leaders, businesses, law enforcement officers, and others to band together and support the movement.

Sponsor opportunities

Financial investment

The financial contribution from a community Sponsor direct to a club or state must be aligned and allocated to specific funding need of the club or state. E.g., a sport, athlete, or operational need.

The financial investment from the sponsor will be classified as a sponsorship and the sponsor will receive tax receipt for their contribution.

The areas a Sponsor can direct their funding could include:

- Athlete experience: uniforms, membership fees, transport, games sponsorship
- Club operation: coaching fees, venue and facility fees, storage, sport development and growth

Non-financial investment

Value-in-kind (VIK) partners offer their valuable services at no cost, helping you to deliver events, programs, or campaigns for your club.

If possible, VIK, or pro bono support should also be included within the financial investment from a community Sponsor.

Impact and outcomes of sponsorship

A club or state committee should endeavour to provide regular updates to the Sponsor, demonstrating the impacts and outcomes of the Sponsors contribution.

Expectations should be agreed and understood at the commencement of arrangements so that there is no misunderstanding.

This could be:

- Half yearly reports on the impact of the funding contribution. E.g.,
 - Number of athletes supported – including new athletes to the club or sport program.
 - Number of training sessions held.
 - Number and types of events and activities the Sponsor was able to engage in – should include photos and video footage if possible.
 - Social media posts and reach with the mentioned Sponsor.
 - Direct quotes and stories from athletes and/or families thanking the Sponsor.
- Regular updates if the sponsorship funding was un-specified. The Club or State needs to show accountability on the use of the Sponsors funds.

Sponsor benefits

- The opportunity to make a direct impact at a grassroots level in your community.
- Access to Club or State events and activities such as training sessions, camps, club competitions, club social events and State games competition.
- Direct engagement with club athletes and volunteers.
- Recognition as a valued local community or business leader.
- Use of the Club or State brand – aligned with the Special Olympics brand guideline. (Club and State Sponsorship excludes the use of Special Olympics Australia name and logo).

Commitments from the club and or state

The recipient club or state should provide recognition of the Sponsors contribution. Listed below are (but not limited to) commitments the club or state should endeavour to fulfill.

- Sponsor logo on listed on the club or state webpage
- Social Media acknowledgment – where appropriate the sponsor is to be acknowledged in social posts that align with the sponsored project. (Club or state socials only)
- Event attendance – invitations and recognition to special events or activities the club or state committee are hosting throughout the year, such as annual awards presentation.
- Partner recognition – certificate of appreciation presented to Sponsor.
- The club or state committee may like to offer the Sponsor, staff volunteering opportunities at club competitions and state games. *(Provided it does not interfere with a national partner obligation.)*
- A feature story or article mentioning the sponsor in the club or state regular electronic newsletter (if there is one) - acknowledging the Sponsor and highlighting the project or activity funded by the Sponsor.
- Ensure the Sponsor relationship is managed by a key person in the club or state committee. This dedicated person will be effectively responsible for:
 - a. Working with the sponsor to engage them at events and activities.
 - b. Report on the project funded – the impact and outcome.
 - c. Ensure the appropriate levels of acknowledgement for the sponsor are met.

Important

It is critical to ensure that any sponsorship or partnership engaged at club or state level does not conflict with national partnerships. Some agreements include exclusivity clauses. Please seek guidance from National office contacts before confirming any agreement.

Sponsorship Agreement

Upon review of this guideline, the next steps for securing the Sponsor might be:

1. Club or State Manager to advise Special Olympics Australia of the Sponsors approach, to ensure there is no conflict of interest with existing or potential national partners.
2. Identify, agree, and confirm the project to be funded by the Sponsor.
3. Provide a timeline/ timeframe of when the sponsorship will start and end or a date for when the funds need to be spent for the intended project. This will also help to identify the reporting period for the club and state – the report should show the impact and outcome of the funds given.
4. Plan and identify the engagement opportunities available, for example, State Games, Club competitions. Engagement opportunities need to ensure there is no conflict of interest with national partners.
5. Confirm an acknowledgment plan with shared values and outcomes for both parties to achieve. This is better than having a structured list of obligations to 'meet' as the club setting can change from time to time.

Finally, if both parties agree, then each party should sign an agreement or a Sponsorship MOU. (*Liaise with national office if you need support or an agreement/MOU drafted.*)

This document is a guide only for clubs and states to assist you when you are approached or are applying for sponsorships and grants.

Please reach out to the team at national office for any questions and support. This will ensure there is consistency across the organisation when managing funding and acknowledgement of Sponsors/ donors.

Special Olympics Australia – National Office contacts:

Cath Isted – Head of Fundraising and Partnerships – catherinei@specialolympics.com.au

Hayley Fricot – Fundraising and Events Coordinator – hayleyf@specialolympics.com.au

Helpful definitions

Appeals

An appeal is the soliciting or receiving of money or benefit from the public. It can include donations, sponsorships, conducting lotteries and competitions, entertainment or other goods or services.

Bequests

A bequest is an amount of money or goods donated through a will. Some people also request that there be donations made in lieu of flowers at the funeral.

Cause-Related Marketing

Cause-related marketing is when the Special Olympics logo appears on a product or products with a percentage of the profit made from sales of those products given to Special Olympics Australia.

Donations

A donation is a contribution made to Special Olympics Australia without any expectation of a return or benefit. Donations of \$2 and over are tax deductible.

Donation In-Kind or Value In-Kind

Is a donation other than a donation of money (e.g. goods, services or property).

Peer to Peer Fundraising

Are fundraising initiatives using the internet to raise funds, capture data and promote Special Olympics Australia.

Endowment

An endowment is a donation where funds are invested to ensure ongoing support for Special Olympics Australia from the investment earnings.

Fundraising

The seeking of financial support for a charity or a cause or other enterprise.

Grants

A grant is the provision of financial assistance from a grant-making entity (such as governments, foundations or private trusts). It is tied funding and must be acquitted in accordance with the grantors guidelines.

Fundraising Activities

Fundraising activities are any activity that is undertaken by or on behalf of Special Olympics Australia with the aim of soliciting or receiving donations

Pledge

A pledge is a documented commitment to make a donation within a specified period of time

Sale of Goods

There are many promotional products that can be sold to raise funds for Special Olympics Australia. Chocolate drives and the sale of pens and caps are some of the items that are regularly promoted.

Sponsorship

Sponsorship is when a company provides cash or services in return for brand recognition or other services. Accredited clubs are authorised to seek sponsorship in their local community with the assistance of the central office where required. National companies cannot be approached without the approval of central office to avoid potential conflict.