



**Special
Olympics**
Slovakia





MARKETING
OFFER



SPECIAL OLYMPICS

Provides an all-year round of training sessions, and competitions in various types of Olympic sports for children, youth and adults with mental disabilities.

Break stereotypes in people's thinking and through sport promotes the idea of inclusion.

It creates always new opportunities to develop physical and mental abilities, provides a platform to show courage, experience joy and create friendship. The success of an athlete with a mental disability, with pride, is perceived by family, friends and society as a whole.





THE ROLE of SPECIAL OLYMPICS

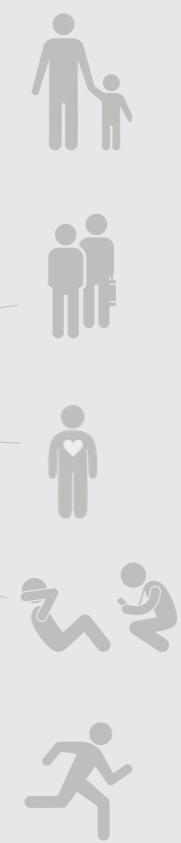
Organize National Sports events in professional sports fields. Ensure the training processes, the preparation and participation of athletes on Special Summer and Winter Olympics and European and World events. Promote marketing activities to the public. Coordinate activity in line with Special Olympics International. To raise funds for development.

LOGO of SPECIAL OLYMPICS

Shows 5 figures in a circle. The circle represents the world. The 5 figures show the athlete, parent, coach, sponsor and volunteer. Each character has 3 pairs of upper limbs representing the progress of the Special Olympics athlete. Hands lowered - the person doesn't do sport, extended hands represent the person who is already doing sport and the raised hands show the joy of victory.



J. A. Samaranch, the former president of the International Olympic Committee, has authorized the mentally handicapped athletes officially to use the name **OLYMPICS**.



SPECIAL OLYMPICS INTERNATIONAL

Founder - Eunice Kennedy Shriver (1921-2009) sister of President J. F. Kennedy
President of Special Olympics International – Timothy Shriver

1968	Establishment	1 000 000	Involved parents
170	Member countries of the world	1 500 000	Volunteers
225	National programs	430 000	Coaches
4 700 000	Athletes with mental disabilities	20 000	Competitions per year worldwide
7	Continental workplaces	32	Summer and winter sports

SPECIAL OLYMPICS SLOVAKIA

3. 3. 1993	Establishment of Special Olympics Slovakia
42	Registered clubs
3300	Athletes
220	Family members
1500	Volunteers
16	Sports
Summer sports:	Athletics, swimming, gymnastics, football, volleyball, cycling, table tennis, tennis, bocce, floorball, riding, weightlifting
Winter sports:	Alpine skiing, cross-country skiing, figure skating, snowshoeing
Activating sports by 2020:	Basketball, canoeing, speed skating

Special Olympics Slovakia is a member of Special Olympics International and a member of the Slovak Olympic Committee.

SPECIAL OLYMPICS SLOVAKIA

UNIFIED SPORTS

Unified Sports is the most powerful tool for the inclusion of mentally disabled individuals in the community. Sports is the most ideal way of integration for both parties. Unified sports is shared sports training and competition experiences for healthy individuals and mentally handicapped athletes. Unified Sports joins people with and without intellectual disabilities on the same team.

A media campaign will be presented in **2018** and **2019** to enhance the visibility and development of unified sports Special Olympics.

„Play Unified Live Unified“
“In sports we are all equal“

(Eunice Kennedy Shriver, founder of Special Olympics)



AMBASSADOR A PATRONAGE

SPECIAL OLYMPICS SLOVAKIA

Ambassador of Slovak athletes with mental disabilities is Filip ŠEBO. Former football representative and current passionate triathlete.

The Olympic medalist, a member of the International Olympic Committee and founder of a civic association focused on talent, Danka BARTEKOVA, took over the patronage of Special Olympics Slovakia.

*The desire to win, we
have all the same!*



VOLUNTEERS

Special Olympics is an organization based on volunteer help. Special Olympics Slovakia has signed a co-operation with the Police Academy in Bratislava, where students participate as Special Olympics volunteers with the motto "Learn to Help and Protect". Special Olympics also cooperates with high schools within Slovakia and through volunteer work teaches youth to live with mentally handicapped fellow citizens.



The background of the page is a solid red color. Overlaid on this background are several stylized, red, abstract human figures arranged in a circular pattern. Each figure is composed of thick, rounded lines, giving them a blocky, geometric appearance. They are positioned as if they are holding hands or standing in a circle, creating a sense of unity and community. The figures are slightly offset from each other, creating a dynamic, circular composition.

CAMPAIGNS

SPECIAL

OLYMPICS

YEAR

2017
2018

WORLD WINTER SPECIAL OLYMPICS

AUSTRIA, MARCH 2017

14 athletes represented in figure skating, Alpine skiing and cross-country skiing
TOTAL - 20 medals



They perceive the world differently, but the desire to win have the same.



BILLBOARD CAMPAIGN

100 areas - March 2017

CITYLIGHT CAMPAIGN

100 areas - March 2017



PRINT CAMPAIGN

Goldman, Miao, Emma - March 2017



ONLINE CAMPAIGN

Photo documentation and presentation of partners on Facebook and Instagram



Special
Olympics
Slovakia
@SpecialOlympicsSlovakia

Domov

Informácie

Udalosti

Fotky

Videá

Komunita

Recenzie

Príspevky

Vytvoriť stránku



👍 Páči sa mi to 📡 Sledované 📁 Uložiť ...

✍️ Status 📷 Fotka/Video

📷 Napíšte niečo na túto stránku...

Fotky



PRESS CONFERENCE



Special Olympics Slovakia

SPECIAL OLYMPICS WORLD WINTER GAMES AUSTRIA 2017
Graz | Schladming | Ramsau | Stryia
Heartbeat for the world

Pozývame Vás na tlačovú konferenciu, ktorá sa uskutoční pri príležitosti odchodu oficiálnej slovenskej výpravy na Svetovú zimnú špeciálnu olympiádu.

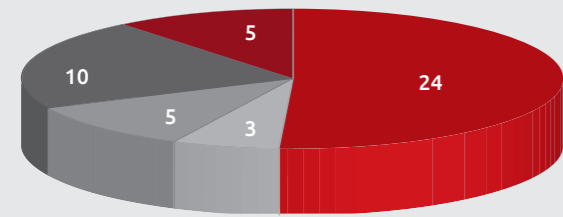
14. 3. 2017 o 10.00 h
Hotel Gate One, Ambrušova 7, Bratislava

Tešia sa na Vás športovci a ich ambasádor Filip Šebo.

RSVP: gabriela@skpr.sk

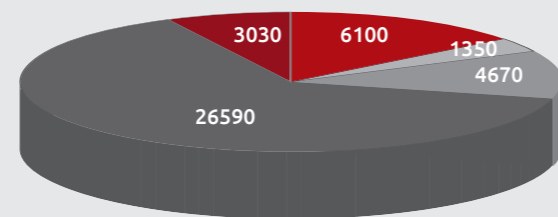
Filip Šebo
Ambasádor

NUMBER OF MEDIA OUTPUTS



- print
- online
- the press agency
- radio
- TV

MEDIA OUTPUT VALUE



- print
- online
- the press agency
- radio
- TV

PR ARTICLES

Special Olympics Slovakia cooperates with PR agency SKPR.



X. NATIONAL SPECIAL OLYMPICS GAMES

X-BIONIC, ŠAMORÍN, JUN 2017

- 170** athletes with mental disabilities
- 7** sports: athletics, swimming, gymnastics, tennis, table tennis, cycling, volleyball
- 100** members of accompaniment
- 60** referees
- 50** volunteers
- 323** medals awarded

*The desire to win,
we have the same.*

BILLBOARD CAMPAIGN

150 areas - June 2017



CITYLIGHT CAMPAIGN

150 areas - June 2017



PRINT CAMPAIGN

4 x advertising daily paper Plus 1 deň
Image of advertising
Goldman, Miao, Emma - June 2017



ONLINE CAMPAIGN

Photo documentation and presentation of partners on Facebook and Instagram



Special Olympics Slovakia

@SpecialOlympicsSlovakia

Home

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Posts



Special Olympics Slovakia added 22 new photos.

1 July at 12:47 · 🌐

X. Národné hry špeciálnych olympiád boli o emóciách. Ponúkame Vám malú foto chuťovečku. Prvá várka fotografií už v pondelok 3.7. 2017 na webe: www.specialolympics.sk #dakujeme Pavol Uhrin www.fotosport.sk



Like Comment Share

PRESS BRIEFING AND PRINT MEDIA AFTER THE OPEN CEREMONY

Participation of TV: RTVS, Markiza, TV JOJ and TA3



25th ANNIVERSARY OF THE SPECIAL OLYMPICS IN SLOVAKIA

150x CVL, 150xBB March / April 2018

PRINT CAMPAIGN

4 x advertising daily paper Plus 1 deň

pozor na uši!

okuliarom

Majú dva magnety

Túžbu víťaziť máme rovnakú

Túžbu víťaziť máme rovnakú

Nadácia Allianz STRABAG respect. MACULA KIA COREX rty:

Special Olympics Slovakia

Special Olympics Slovakia

PR ARTICLES

Special Olympics Slovakia cooperates with PR agency SKPR.



*The desire to win we all
have the same.*

PODPORILI ŠPECIÁLNE OLYMPIÁDY SLOVENSKO



COREX, s.r.o.

NADÁCIA
Slovenskej sporiteľne

Nadácia
Allianz

DVORECKÝ & PARTNERI
ADVOKÁTSKA KANCELÁRIA
DVORECKÝ & PARTNERI

X
x-bionic® sphere

STRABAG
TEAMS WORK.



ICM
INVISION Capital Management a. s.

NUTREND®
THE POWER OF NUTRITION

respect.

MACULA
POISŤOVACIE SLUŽBY



demišport
komplexnosť · stabilita

UEPS
Učená právnická spoločnosť

DWC Slovakia

rtv:
ROZHLAS A TELEVÍZIA
SLOVENSKA

.tasr.

m
NEWS & MEDIA
holding

Falck

GOLD
MAN

euroawk

SK
PR
STRATEGIES





MARKETING OFFER





MARKETING
OFFER



YEAR

2018
2019

SCHEDULE OF SPECIAL OLYMPICS YEAR 2018

PLAY UNIFIED SPECIAL OLYMPICS

2018	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
25th Anniversary of Special Olympics Slovakia	Young athletes Media Day 25.1., or 26.1. 2018	16.-18.2.2018 Slovak championship Alpine skiing, cross-country skiing. Magura	13.-14.3.2018 Slovak Championship Swimming Trenčín	Camp Football women in prep. for Chicago Puchov	The dates will be added Slovak Championship Table Tennis, 10.5. Bratislava	6.6 -7.6. 2018 Slovak Championship Cycling Šamorín	20.7. 2018 Eunice Kennedy Shriver Day	26.-28.8. 2018 Tennis camp and workshop with Tennisfun Bratislava	12.9 arrival 13.9.2018 competition Slovak Championship Athletics Košice	The dates will be added Workshop Badminton	Planning 2019	6.-8.12.2018 Tournament in unified football V4 - Púchov
		16.-18.2.2018 Snowshoe workshop	Campaign Special Olympics BB, CLV	Talkshow Inclusion Unified Sport	19.-27. 5. 2018 Football Week - SVK Metlife Day - BA 23.5.2018 moved to June	2.-6. 6. 2018 Paraspport24 Tour - Help for clubs of SO Považie. Support to SOS clubs in Považie	13/17.7. 2018 50th Anniversary SO Chicago, USA Women's Soccer Tournament	Slovak Championship in Equestrian, Santovka 11.8.2018	The dates will be added Beach Volleyball Preview	The dates will be added Workshop Volleyball	Talkshow Inclusion Unified Sport	3.12. Hotel Bratislava Celebration of the 25th anniversary of the SOS 50 years of SOI and 100 Days to Abu Dhabi
				Slovak Championship in floorball + workshop Modra, 26.4.2018	29.5. 2018 Hotel Bratislava, General Meeting of the Special Olympics Slovakia	Campaign Unified Sports 25th and 50th Anniversary of SOI and SOS	13.7. 2018 Press conference on the participation of football players in tournament in Chicago	Campaign Unified Sports 25th and 50th Anniversary of SOI and SOS	24.-28.9. 2018 The European Week of Sport related press conference		Media Day Project: Young athletes:	22.12. 2018 Sportsman of the Year 2018
				Campaign Special Olympics BB, CLV		Metlife day - Young Athletes BA 13.6.2018 Molecova Str.	9.7.-13.7. 2018 FC Milano trainers Training Camp Football women, Piestany		Slovak Championship Modern and Unif. gymnastics Nitra 8.9.2018			
	Project Young athletes Project Motor skills Coaches training in cooperation with sports associations Foreign competitions Foreign conferences											
International events	24.1. 2018 Gyor 1.school Unified floorball competition - canceled		Karate - Preview International competition in BA	22.-26.4. 2018 St. Petersburg Unified Football	18.-21.5. 2018 Luxemburg Bocce	26.-29.6.2018 Latvia Football			28.-30.9. Unified futsal, Rome (TBC)	5.-7.10.2018 Equestrian seminar, Poland	Head of delegation meeting Abu-Dhabi	
				11.-14.4.2018 SOEE meeting		7.-12.6.2018 Austria National Games swimmers	15.-19.7.2018 Gothia Cup Sweden Football			18.-21-10-2018 Bedminton Danish Open, Odensee		
						6.-10.6.2018 Unified Volley Serbia						

* Special Olympics reserve the right to add and change the program.

CAMPAIGN WORLD

SUMMER SPECIAL

OLYMPICS

PARTICIPATION OF ATHLETES WITH MENTAL
DISABILITIES ON THE BIGGEST SPORT
CELEBRATION



REALIZATION

TELEVISION CAMPAIGN

40 spotov

BILLBOARD CAMPAIGN

400 areas

CITYLIGHT CAMPAIGN

400 areas

PRINT CAMPAIGN

Advertising Plus 1 deň

8 publications

Advertising monthly magazines

8 publications

PR

Articles 50

TV shows 4

LOCATION PARTNER LOGO AT THE EVENTS



T-SHIRT



BAG



CAP



BIB NUMBER



BILLBOARD



CITYLIGHT



FUN RADIO PLUS 1 DEŇ PROMOTIONAL MATERIAL





BENEFITS OF COOPERATION

We offer your employees the chance to become a Fan and Volunteer of SPECIAL OLYMPICS.
Team Building - Be a Fan
Volunteer Day

CONTACT [®]

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www.specialolympics.sk
specialolympicsslovakia

THANK YOU



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

**Special
Olympics**
Slovakia

