



**Special
Olympics**
Slovakia





MARKETING
OFFER





SPECIAL OLYMPICS

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

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

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





THE ROLE of SPECIAL OLYMPICS

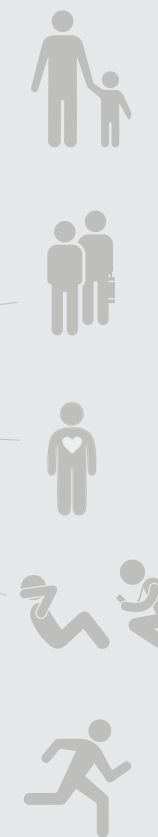
Organize National Sports events on professional sports level. Ensure the training processes, the preparation and participation of athletes at Special Summer and Winter Olympics, European and International events. Promote marketing activities to public. Coordinate activities in line with Special Olympics 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 athletes with intellectual disabilities to use officially 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	1 500 000	Volunteers
225	National programs	430 000	Coaches
4 700 000	Athletes with intellectual disabilities	20 000	Competitions per year worldwide
7	Continental regional offices	32	Summer and winter sports

SPECIAL OLYMPICS SLOVAKIA

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

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 individuals with intellectual disability in community. Sport is the most perfect way of inclusion for both sides. Unified sports is training and competition experience for individuals with intellectual disabilities and athletes without intellectual disabilities. Unified Sports joins people with and without intellectual disabilities on the same team.

"Play Unified Live Unified"
"On playground we are all equal"

(Eunice Kennedy Shriver, founder of Special Olympics)



AMBASSADOR A PATRONAGE

SPECIAL OLYMPICS SLOVAKIA

Ambassador of Slovak athletes with intellectual 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.

*We all have the
same desire to win!*



VOLUNTEERS

Special Olympics is an organization based on volunteering. Special Olympics Slovakia has signed a co-operation with several High schools and Universities. Trough volunteer work we teach youth how to live with people with intellectual disabilities.





CAMPAIGNS

SPECIAL

OLYMPICS

WORLD WINTER SPECIAL OLYMPICS

AUSTRIA, MARCH 2017

14 athletes competed in Figure skating, Alpine skiing and Cross-country skiing
TOTAL - 20 medals

“

*We see the world differently,
but we all have the same
desire to win!*



BILLBOARD CAMPAIGN



CITYLIGHT CAMPAIGN



PRINT CAMPAIGN



ONLINE CAMPAIGN



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Olympics
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Pači sa mi to Sledované Uložiť

Status Fotka/Video

Napíšte niečo na túto stránku...

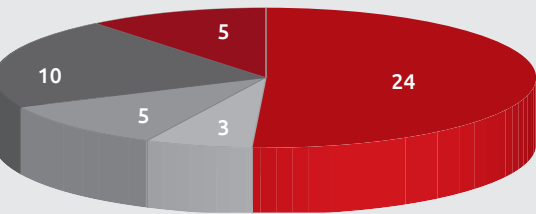
Fotky



PRESS CONFERENCE

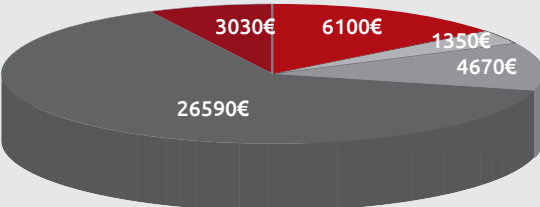


NUMBER OF MEDIA OUTPUTS



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

*We all have the same
desire to win!*

BILLBOARD CAMPAIGN



CITYLIGHT CAMPAIGN



PRINT CAMPAIGN



ONLINE CAMPAIGN



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PRESS CONFERENCES AND PRINT MEDIA AFTER THE OPEN CEREMONY



SPECIAL OLYMPICS GALA 25TH ANNIVERSARY

PRINT CAMPAIGN



MEDIA SUPPORT



*We all have the same
desire to win!*

SUPPORTERS



COREX, s.r.o.

NADÁCIA
Slovenskej sporiteľne

**Nadácia
Allianz**

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ADVOKÁTSKA KANCELÁRIA
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respect.

MACULA
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UEPS
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DWC Slovakia

rtv:
ROZHLAS A TELEVÍZIA
SLOVENSKÁ

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NEWS & MEDIA
holding

Falck

GOLD MAN

euroawk

**SK
PR**
STRATEGIES





MARKETING OFFER





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SCHEDULE OF SPECIAL OLYMPICS

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 the 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
INTELECTUALL DISABILITIES AT THE
BIGGEST SPORT CELEBRATION

REALIZATION

TELEVISION CAMPAIGN

40 spots

BILLBOARD CAMPAIGN

400

CITYLIGHT CAMPAIGN

400

PRINT CAMPAIGN

PR



LOCATION PARTNER LOGO AT THE EVENTS



T-SHIRT



BAG



CAP



BIB NUMBER



BILLBOARD



CITYLIGHT







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
f [specialolympicsslovakia](https://www.facebook.com/specialolympicsslovakia)



THANK YOU



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

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Slovakia

