



**Big Rigs,
Big Hearts.**
ConvoyWI.org

2019 TRUCK CONVOY

FOR SPECIAL OLYMPICS WISCONSIN

SATURDAY, SEPTEMBER 14, 2019

RICHFIELD TRAVEL PLAZA TO EAA - OSHKOSH



MISSION

Special Olympics Wisconsin (SOWI) provides year-round sports training and competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop **physical fitness**, demonstrate **courage** and experience **joy** while participating in a sharing of **gifts, skills** and **friendship** with their families, Special Olympics athletes and the community.

VISION

Sport will open hearts and minds towards people with intellectual disabilities and create **inclusive communities** across Wisconsin. Globally, we will strive to **end discrimination** against people with ID.

TRUCK CONVOY

The Truck Convoy for Special Olympics is a national, on-day celebration of the trucking industry, its allied partners and law enforcement all working together to raise funds for Special Olympics. Since its inception in 2005, Wisconsin's Convoy has raised more than \$1.2 million for the athletes of Special Olympics Wisconsin.

SOWI + <COMPANY>

Partnering with SOWI affords <Company> the opportunity to connect with employees, customers, stakeholders and the community via a unique event for the trucking industry that is the Truck Convoy. By positioning <Company> as a champion of diversity and inclusion, you are helping to create a better society for all.

LEVERAGING THE BRAND

⇒ Special Olympics (SO) is among the most well-known and well-respected brands in the United States:

* 95% brand recognition; 95% favorability towards the brand

ATTRACTING CUSTOMERS

⇒ Given similar price and quality, 90% of consumers are likely to switch brands to one associated with a good cause*

⇒ 85% of Americans report being likely to buy a product/service from a company that supports SO

ENGAGING EMPLOYEES

⇒ 83% of millennials would be more loyal to a company that helps them contribute to social and environmental issues (vs. 70% U.S. average)**

*Cone Communications/Ebiquity's 2015 Global CSR Study; **2016 Cone Communications Millennial Employee Engagement Study

2019 PRESENTING PARTNER

TRUCK CONVOY FOR SPECIAL OLYMPICS WISCONSIN

PARTNERSHIP ACTIVATIONS



PROMOTIONAL RIGHTS

- Right to use Special Olympics WI/Truck Convoy logo in advertising promotions for duration of campaign
- Naming rights of the Truck Convoy--“2019 Truck Convoy for Special Olympics Presented by [Sponsor]”

MEDIA & PUBLIC RELATIONS

- Partner-activated media outreach in key markets coordinated with Special Olympics Wisconsin
- Press release with quote from organization representative circulated to media outlets and added to Special Olympics Wisconsin website
- On-site interview with organization representative with (1) media outlet

SOCIAL MEDIA

- Announcement of partnership on social media channels
- One feature social media post highlighting company involvement
- Co-host on Facebook event with access to share (3) sponsored posts to event attendees

EVENT COLLATERAL

- Email template to Convoy registrants featuring prominent placement of logo
- (1) sponsored eBlast to Convoy registrants
- Premier placement of company logo on the backs of Truck Convoy T-shirts, website, poster & brochure
- Full-page advertisement in event program (designed & provided by partner)

EMPLOYEE INVOLVEMENT

- Opportunity for company employee or spokesperson to speak at event
- Opportunity to create corporate interactive experience at event (partner provided)
- Opportunity to distribute promotional item to participants at event (partner provided)
- Up to 30 entries in the Convoy; one placed within the first 10 trucks; preferred parking of one truck in Richfield
- Recognition during Driver’s Meeting & Lunch Celebration

ADDITIONAL APPRECIATION

- Invitations to local honored guest functions
- Recognition award to proudly display in office
- Thank You office visit with event recap from members & athletes of Special Olympics Wisconsin

SERVICING

- Dedicated Relationship Manager
- Post-Event Partnership Report

TERMS: \$15,000 financial investment for 2019 Truck Convoy, benefitting Special Olympics Wisconsin

Special Olympics Wisconsin is a 501(c)(3) charitable organization supported almost entirely through generous contributions from individuals, organizations, businesses and foundations. ***72¢ of every dollar directly supports athletes.** *100% of donation stays in Wisconsin to benefit Wisconsin. ***Charitable tax receipt for the full amount of your donation.**

2019 PLATINUM PARTNER

TRUCK CONVOY FOR SPECIAL OLYMPICS WISCONSIN

PARTNERSHIP ACTIVATIONS



PROMOTIONAL RIGHTS

- Right to use Special Olympics WI/Truck Convoy logo in advertising promotions for duration of campaign

MEDIA & PUBLIC RELATIONS

- Partner-activated media outreach in key markets coordinated with Special Olympics Wisconsin

SOCIAL MEDIA

- Announcement of partnership on social media channels
- One feature social media post highlighting company involvement

EVENT COLLATERAL

- Logo featured on the backs of Truck Convoy T-shirts, website, eCommunications, poster & brochure
- Half-page advertisement in event program (designed & provided by partner)
- Premier placement of (4) company-provided banners

EMPLOYEE INVOLVEMENT

- Opportunity for company employee or spokesperson to speak at event
- Opportunity to distribute promotional item to participants at event (partner provided)
- Up to 25 entries in the Convoy; one placed within the first 15 trucks; preferred parking of one truck in Richfield
- Recognition during Driver's Meeting & Lunch Celebration with award

SERVICING

- Dedicated Relationship Manager
- Post-Event Partnership Report

TERMS: \$10,000 financial investment for 2019 Truck Convoy, benefitting Special Olympics Wisconsin

"They're always driving, so they took time to drive some more for us. That's dedication to us Special Olympics Wisconsin athletes. **And I appreciate it.**"

-Steve Woodard, Special Olympics Global Messenger & USA Games Gold Medalist



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2019 GUARDIAN PARTNER TRUCK CONVOY FOR SPECIAL OLYMPICS WISCONSIN PARTNERSHIP ACTIVATIONS



PROMOTIONAL RIGHTS

- Right to use Special Olympics WI/Truck Convoy logo in advertising promotions for duration of campaign

MEDIA & PUBLIC RELATIONS

- Partner-activated media outreach in key markets coordinated with Special Olympics Wisconsin

SOCIAL MEDIA

- Announcement of partnership on social media channels
- One feature social media post highlighting company involvement

EVENT COLLATERAL

- Logo featured on the backs of Truck Convoy T-shirts, website and event program
- Quarter-page advertisement in event program (designed & provided by partner)
- Placement of (3) company-provided banners in Richfield

EMPLOYEE INVOLVEMENT

- Opportunity to distribute promotional item to participants at event (partner provided)
- Up to 20 entries in the Convoy; one placed within the first 15 trucks; preferred parking of one truck in Richfield
- Recognition during Driver's Meeting & Lunch Celebration with award

SERVICING

- Dedicated Relationship Manager
- Post-Event Partnership Report

TERMS: \$5,000 financial investment for 2019 Truck Convoy, benefitting Special Olympics Wisconsin

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-Steve Woodard, Special Olympics Global Messenger & USA Games Gold Medalist



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2019 GOLD PARTNER

TRUCK CONVOY FOR SPECIAL OLYMPICS WISCONSIN

PARTNERSHIP ACTIVATIONS



EVENT COLLATERAL

- Logo featured on the backs of Truck Convoy T-shirts and event program
- Placement of (2) company-provided banners in Richfield

EMPLOYEE INVOLVEMENT

- Opportunity to distribute promotional item to participants at event (partner provided)
- Opportunity for Truck Dealerships to “show” one new tractor at Pioneer Travel Plaza
- Up to 15 entries in the Convoy; preferred parking of one truck in Richfield
- Recognition & award at Convoy Lunch Celebration

TERMS: \$2,500 financial investment for 2019 Truck Convoy, benefitting Special Olympics Wisconsin

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-Steve Woodard, Special Olympics Global Messenger & USA Games Gold Medalist



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2019 SILVER PARTNER

TRUCK CONVOY FOR SPECIAL OLYMPICS WISCONSIN

PARTNERSHIP ACTIVATIONS



EVENT COLLATERAL

- Company name placed in event program
- Placement of (2) company-provided banners in Richfield

EMPLOYEE INVOLVEMENT

- Opportunity to distribute promotional item to participants at event (partner provided)
- Up to 10 entries in the Convoy; preferred parking of one truck in Richfield
- Recognition & award at Convoy Lunch Celebration

TERMS: \$1,000 financial investment for 2019 Truck Convoy, benefitting Special Olympics Wisconsin

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-Steve Woodard, Special Olympics Global Messenger & USA Games Gold Medalist



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2019 TRUCK CONVOY FOR SPECIAL OLYMPICS WISCONSIN PARTNERSHIP OPPORTUNITIES



BRONZE PARTNER - \$750

- Company name placed in event program
- Opportunity to display partner supplied signage in Richfield (1—3x5 banner)
- Up to (5) entries in the Convoy

LONG HAUL PARTNER - \$500

- Business card ad space in event program
- Up to (3) entries in the Convoy

SHORT HAUL PARTNER - \$250

- Business card ad space in event program
- (1) entry in the Convoy

CONVOY PARTICIPANT -

- One entry in the Convoy & lunch for registered driver

Unable to commit to a monetary partnership? Consider donating a prize for the raffle of auction!

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NEXT STEPS



Your partnership will help Special Olympics Wisconsin continue to reach more individuals with intellectual disabilities and provide programming in more schools and communities to create a world where everyone is celebrated because of their differences.

All opportunities can be scaled to more closely align with your business objectives, and these opportunities will be held until **September 7, 2019**.

At that time, packages may be subject to change. A final partnership agreement will be shared prior to execution of rights and benefits.

Contact us to begin your partnership with Special Olympics Wisconsin!

Alyse Peters

apeters@specialolympicswisconsin.org

608-442-5678

*Truck entries may be shared with clients at any of the partnership levels.
Bid for live auctions do not count towards partnership levels, however drive pledges do.
All registered drivers will receive an event goodie bag and lunch.
Additional lunches can be purchased at the event for passengers/guests.*