



**NEW SPECIAL OLYMPICS
GLOBAL FOOTBALL INITIATIVE**



Special Olympics

Washington

Be a fan™

OUR MISSION

Special Olympics is the world's largest movement dedicated to promoting **respect, acceptance, inclusion, and human dignity** for people with intellectual disabilities through sports.



Special Olympics Stats and History

- Created by Eunice Kennedy Shriver in 1968
- Incorporated in Washington State in 1975
- Sports for the intellectually disabled
- Free to participate
- 50% of our athletes are employed
- 40% have secondary health issue
- Healthy Athletes available at events

SPECIAL OLYMPICS



More than an event...

a Movement

It's one thing to change a life.
Imagine **changing a mindset.**



GLOBAL REACH

The Special Olympics brand extends around the world.

1,000,000 Special Olympics soccer/football players

7 Global Regions

228 Local Programs

175 Countries

1,010,000 Coaches & Volunteers

3,400,000 Athletes

38,000 Events

NORTH AMERICAN REACH

Our deepest brand penetration is in the U.S.

65,000 Special Olympic soccer players

79 North American Programs

52 U.S. Programs

573,000 Athletes

547,000 Volunteers

131,000 Families

96,000 Coaches



WASHINGTON STATE

10,000 Athletes

1,800 Unified Partners (typically developed athletes)

8,000 Volunteers

13 Sports & Programs year round

8 Team USA Athletes – 2011 World Summer Games in Greece

32 Team Washington Athletes - 2010 National Games in Nebraska

3 Average number of sports an athlete participates in per year



GLOBAL FOOTBALL VISION

- Increase the number of athletes participating in Special Olympics
- Partner with FIFA Clubs & Players
throughout the World – *In progress*
- Organize a Unity Cup at 2010 World Cup – *Done!*
- Organize a Unity Cup at 2011 MLS Championship
- Produce a Special Olympic World Cup at 2014 World Cup

WORLD CUP 2010 SOUTH AFRICA



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CLUB PARTNERSHIPS TO DATE

Agreements With:

Sounders FC

Inter Milan

Tottenham Hotspur

Corinthians

Islanders

Celtic FC

In Negotiations With:

Sunderland

Manchester United

Monaco

Contact Established With:

AS Roma

Real Madrid

Lyon

Fenerbahce



GLOBAL AMBASSADORS TO DATE

Global

Kaka

Europe

Chris Kamara,
Javier Zanetti
Lawrie McMenemy

Latin America

Teofilo Cubillas
Enrique Borja
Alex Aginaga

North America

Lori Fair

Asia Pacific

Christian Karembeu
Hidetoshi Nakata
Steve Sumner

Africa

Lucas Radebe
Desiree Ellis
Abedi Pele





FIRST MLS PARTNERSHIP
offered to Seattle Sounders FC

**JOIN THE GLOBAL MOVEMENT
FOR SPECIAL OLYMPICS**

SPECIAL OLYMPICS WASHINGTON GROWTH IN SOCCER

	2006		2007		2008		2009		2010	
	Teams	Athletes								
Soccer	78	599	84	650	94	733	92	735	103	785

- 24% INCREASE IN 4 YEARS
- 785 SOCCER PLAYERS in 2010

WASHINGTON STATE GOAL

**DOUBLE NUMBER
OF SOCCER ATHLETES
TO 1,600**



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“Radiating from the field
is a message that
everyone counts,
everyone has a voice and
everyone can play.”

Tim Shriver

CEO

Special Olympics International



SEATTLE SOCCER INITIATIVE



- Focus on Seattle Public Schools
- 6,500 potential athletes
- Young Athletes (3-7) Exhibitions
- Middle and High School League Play
- Call for Coaches and Athletes
- Fields, Equipment, Volunteers, Medals



Focus Schools

High Schools (5)

Ingraham, Nathan Hale, Roosevelt, West Seattle, Chief Sealth

Middle Schools (5)

Eckstein, Whitman, Madison, Hamilton Intl School, Denny Intl School

Elementary (28)

Wedgwood, Olympic View, Sacajawea, John Rogers, Jane Addams

Lafayette, Olympic Hills, EEU @ UW, Northgate, Bryant, North Beach

View Ridge, Gatewood, Highland Park, Roxhill, Sanislo, McDonald

Alki, West Seattle, Arbor Heights, Green Lake, Laurelhurst, Sand Point

Daniel Bagley, Broadview Thompson K-8, Pathfinder K-8 @Cooper

Thornton Creek @ Decatur, AS #1 @ Pinehurst, Concord Intl School

John Stanford Intl School @ Latona

WE NEED YOUR SUPPORT



- Advocate for the program
- Introduce new contacts within district
- Promote program through City communications
- Volunteer for the program
- Employ athletes



IMAGINE THE POSSIBILITIES



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