

**Special  
Olympics**  
New Jersey



**50 YEARS**  
1968 - 2018



**50 Years of “Changing the Game”  
is something to celebrate!**

Join us at *A Champions Reception*, followed by a concert  
featuring The Original “Jersey Boy”, Frankie Valli

April 5, 2018

New Jersey Performing Arts Center





## Special Olympics New Jersey *A Champions Reception & Frankie Valli Concert* Sponsorship Opportunity Overview

### BACKGROUND

Special Olympics New Jersey will be rolling out several initiatives to celebrate its 50<sup>th</sup> Anniversary, highlighted by A Champions Reception & Concert, featuring The Original “Jersey Boy”, Frankie Valli.

Over the past 50 years, Special Olympics New Jersey has helped to transform the lives and hopes of thousands of individuals with intellectual disabilities throughout New Jersey. For the athletes and their families, it opens doors to unimagined possibilities. For those who volunteer, support, and sponsor the Games, it inspires unprecedented pride and hope for a brighter future. And for the schools, counties and towns who host events, it transforms society, creating a more just and understanding environment for all, and demonstrating to the world their recognition of the value of every human being.

### HOW YOU CAN HELP SECURE THE FUTURE OF SPECIAL OLYMPICS NEW JERSEY

In order to continue providing programming for children & adults with intellectual disabilities, we need your help. Whether you are a longtime supporter of the organization, a past sponsor, board member, volunteer OR whether you are new to our organization, your support is greatly appreciated.

By supporting the 50<sup>th</sup> Anniversary Celebration event, you will be impacting thousands of potential athletes who will be strengthened through the power of sports. In addition, your support will help us expand the Special Olympics message across the state, so a new generation of inclusion and unity creates a permanent change in perspective and allows the power of sport to transform lives and open minds.

Please review the attached sponsor opportunities and join us for our 50<sup>th</sup> Anniversary Celebration.

### CONTACT

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## Special Olympics New Jersey A Champions Reception & Frankie Valli Concert Sponsorships

*Multiple sponsorships are available at the following levels.*

### **ANNIVERSARY SPONSOR: \$25,000**

- 10 tickets to reception with premier entertainment seating
- 60 second ad in "Anniversary" section of Digital Ad Journal
- Featured signage in reception area
- Special recognition during reception program
- Logo displayed on website and all promotional collateral & media (subject to print-time constraints)
- Ability to place co-branded logo item in attendee gift bag
- Permanent recognition on Legacy Wall at SONJ Complex
- Recognition as Team NJ Supporter of 2018 USA Games
- Year-round SONJ Platinum Partner benefits

### **CHAMPION SPONSOR: \$15,000**

- 8 tickets to reception with premier entertainment seating
- 60 second ad in "Champion" section of Digital Ad Journal
- Featured signage in reception area
- Special recognition during reception program
- Logo displayed on website & social media
- Ability to place co-branded logo item in gift bag
- Permanent recognition on Legacy Wall at SONJ complex
- Year-round SONJ Gold Medal Partner benefits

### **RIBBON SPONSOR: \$7,500**

- 6 Tickets to reception & entertainment seating
- 30 second ad in "Ribbon" section Digital Ad Journal
- Signage in reception area
- Recognition at reception program
- Logo displayed on website & social media





**ATHLETE SPONSOR: \$5,000**

- Sponsor an athlete's family (max of 4) to attend the reception & entertainment
- Two (2) additional tickets to reception & entertainment for sponsor
- 30 second ad in Digital Ad Journal
- Signage in reception area
- Recognition at reception program
- Name listed on website & social media
- Photo opportunity with athlete & family

**TEAM SPONSOR: \$3,500**

- 4 tickets to reception & entertainment seating
- Signage in reception area
- 30 second ad in Digital Ad Journal

**FAN SPONSOR: \$1,500**

- 2 tickets to reception & entertainment seating
- Name listing in Digital Ad Journal

**INDIVIDUAL TICKETS: \$350**

- 1 ticket to reception & entertainment seating

**IN-KIND SPONSOR**

Donate an item and/or gift certificate that can be used to enhance the event. An acknowledgement card will be prominently displayed with the item and your name will be listed in the Digital Ad Journal.

