

Special Olympics Ambassador Program International Floorball Federation

September 2012

Special Olympics



Mission of Special Olympics



- ❑ To provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities (ID), giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.
- ❑ 4 million athletes & 1 million volunteers
- ❑ 175 countries



Meet Sadik from Turkey: eight years ago he was begging on the streets. Now he is earning medals for his country, training as a basketball coach and meeting his Euroleague Basketball heroes.

Champions for the Cause



Special Olympics believes if we can open one heart & change one mind, we can make a difference. Our celebrity Ambassadors are helping to shed light on the dignity of people with intellectual disabilities & build support for our work around the world.

Michael Phelps, Princess Charlene of Monaco, Vanessa Williams, Zhang Ziyi, Padraig Harrington & Nadia Comaneci are just a few of the many Ambassadors who have lent their time to our movement.

Their appearances at awareness events & World Games help Special Olympics to gain national and international media coverage, bring our message to millions of people & make connections in new countries and communities. In doing so they are having a direct impact on the lives of millions of people, in their home countries and around the world.



Why are they passionate about Special Olympics?



- **Because together we help people with intellectual disabilities:** Abuse & discrimination against 200 million people with ID is a global crisis.
- **Because together we changes lives:** Through sports, athletes transform their lives on & off the playing field. Their courage & achievement is transformative – it shatters stereotypes, instils hope and fosters acceptance.
- **Because together we can change the world:** We envision more harmonious communities – places where each person, regardless of ability or disability, is accepted and celebrated & contributes to the strength & vibrancy of the whole. We dream of a world where fear, embarrassment, prejudice and pity have been replaced by understanding, appreciation, inclusion and caring.

We make every effort to tailor the role to fit the availability & interests of the Ambassador, & appreciate the time you are willing to give to our athletes.

SPECIAL OLYMPICS AND YOU

Special Olympics



Commitment



The commitment is defined by the relationship manager, but should meet the following minimum requirement:

- Sign on for an ongoing time period (participate on an as needed basis);
- Lend your name and likeness to public awareness campaigns and initiatives in support of the Special Olympics movement;
- Commit minimum 1 day or 1 event per year to Special Olympics for events that would be either appearances at Special Olympics national or regional competitions or specially created public awareness events including demonstration matches at IFF events;
- Participate in media interviews for defined initiative;
- Participate in a press event announcing your Ambassadorship;
- Assist in identifying possible events where cooperation opportunities exist (e.g local floorball training, local Special Olympics floorball club trainings, camps, competitions, national team events, IFF Events);
- Consider making a year-end donation to Special Olympics or assist with a pass-through donation from partners;
- Whenever possible, partner with a Special Olympics athlete for all your Special Olympics related activities.

Some specific ideas:



- ☐ Visit to local Special Olympics Floorball club
- ☐ Participate in Floorball clinic with Special Olympics athletes
- ☐ Participate in Unified Floorball event with Special Olympics athletes
- ☐ Be involved in IFF events where there are Special Olympics demonstration matches played e.g. Women's WFC 2013
- ☐ Video message of support for Country Team for 2013 Special Olympics World Winter Games in Korea (January)
- ☐ Attendance at the 2014 Special Olympics European Games (September) in Antwerp, Belgium and/or 2013 Nordic Games
- ☐ Attendance at the 2015 Special Olympics World Games in Los Angeles, USA

Thank You for your interest



Special Olympics Ambassadors are powerful symbols of dedication, support, volunteerism & most importantly acceptance to people around the world. Those who are able to serve are an inspiration to us all.

Contacts:



I look forward to our further discussions:

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