

Customer Values

Customer values have changed, and a company's level of social responsibility and community involvement is now a key factor in a consumer's purchasing decision. Creating brand preference and driving sales are just two of the many reasons companies partner with Special Olympics.

Here are a few others:

Universal Impact: Between athletes, donors, and volunteers, Special Olympics touches the lives of one in every six American families.

Vast Recognition: Special Olympics, the world's largest amateur sports organization with nearly one million athletes and 250 thousand coaches in 140 countries, enjoys a whopping 95 percent name recognition in our country .

Unrivaled Favorability: Named American's most credible charity by the *Chronicle of Philanthropy* and rated Number One, in a Procter & Gamble study compared to other national and international charities.

Overwhelming Support: Special Olympics has a loyal army of more than five million donors and 500 thousand volunteers in the U. S.

Out Pulls the Olympics: Consumer purchasing intent for products affiliated with Special Olympics is more than double that of the Super Bowl and 47 percent greater than the Olympic Games.

Heroic Athletes: Nothing matches the courage, pride, and pure human excellence that Special Olympics athletes-individuals with cognitive disabilities- so naturally define. They display the skill, courage, and determination that leave spectators speechless.

Whether measuring bottom line impact or emotional appeal, Special Olympics is a winning platform worldwide, nationally, and across the state of Wisconsin. Your business can tap into the vast sales and marketing power of Special Olympics by choosing to become an Indianhead Area Special Olympics major Polar Plunge Partner. With your sponsorship includes the guaranteed reach and efficiency of measured media, the goodwill and positive imagery of cause marketing, and the benefits of sports ties with some terrific heroes- our Special Olympic athletes. The residents of our Indianhead Area care deeply about individuals with cognitive disabilities, and we believe they will demonstrate this care through their purchasing decisions.