

Special Olympics
Southern California



SPECIAL OLYMPICS

Southern California

TRANSFORMING LIVES THROUGH THE JOY OF SPORT, EVERY DAY, EVERYWHERE



OUR MISSION

Through the power of sports, people with intellectual disabilities discover new strengths and abilities, skills, and success.

Our athletes inspire people in their communities & elsewhere to open their hearts to a wider world of human talents and potential.

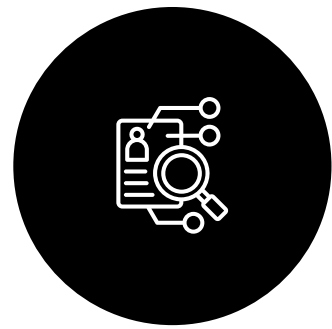


WHO WE IMPACT-**DEMOGRAPHICS** **2024/25**



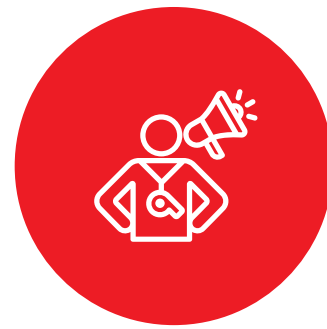
25,000+

Athletes
Served
(Community,
Unified, & Young
Athletes)



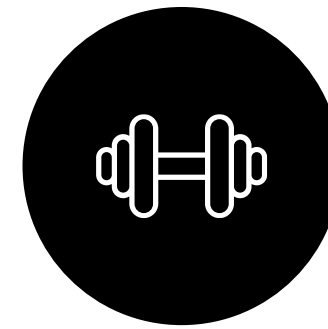
5,000+

Healthy
Athlete
Screenings



12+

Virtual
Coaches'
Trainings
Launched



138

Trained
Athlete
Leaders



Over 9,000

Volunteers



IMPACT **METRICS/REACH**



WEBSITE

400K Visits: Total visits to all pages on SOSOC.org a year



RECOGNITION

95% Public Awareness of Special Olympics

70% Public have a more positive perception of companies that support Special Olympics



SOCIAL MEDIA

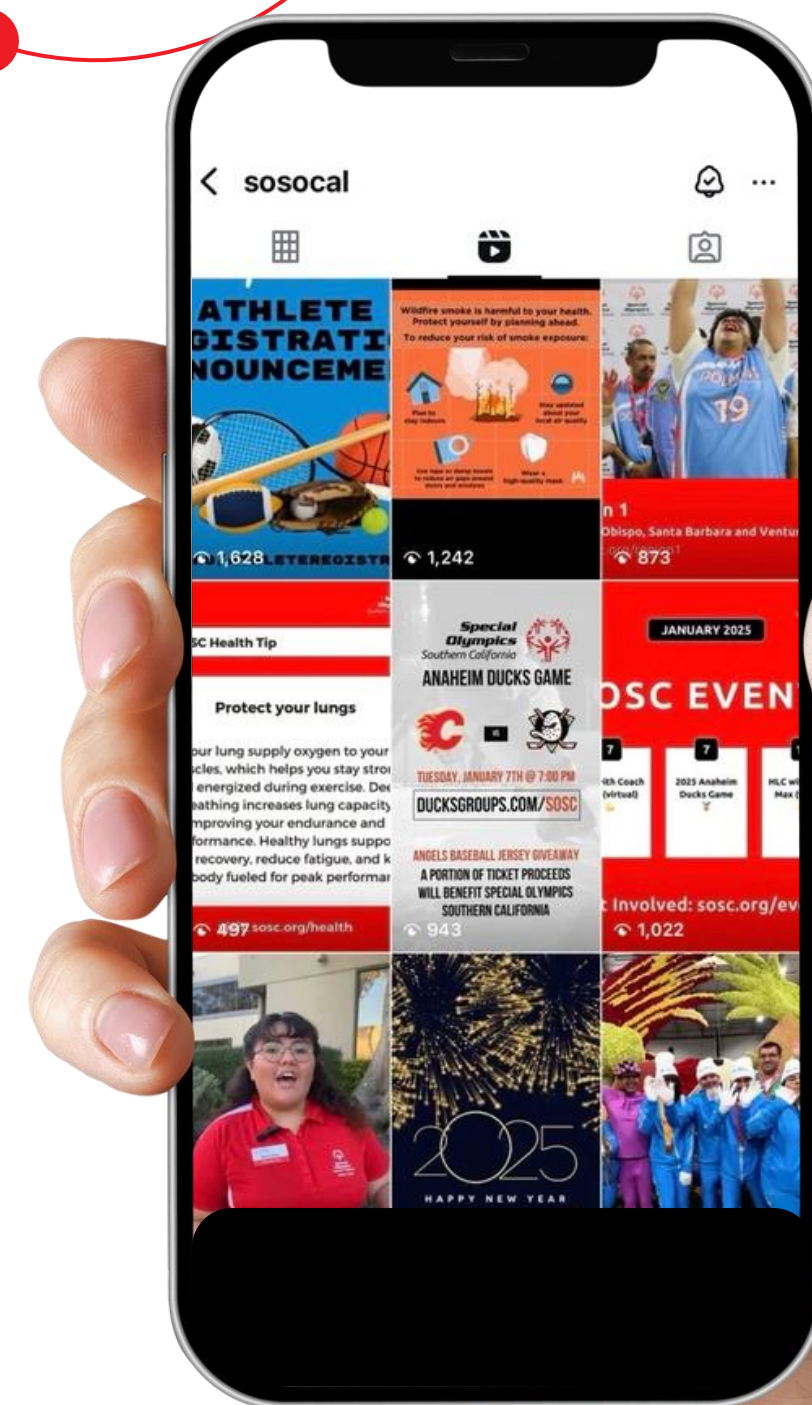
37K followers

SOSC HQ and LETR – Facebook, X, Instagram, LinkedIn, YouTube, TikTok.

4M Impressions a year

5.1% Engagement rate-

Average cross all platforms





CURRENT PARTNERS



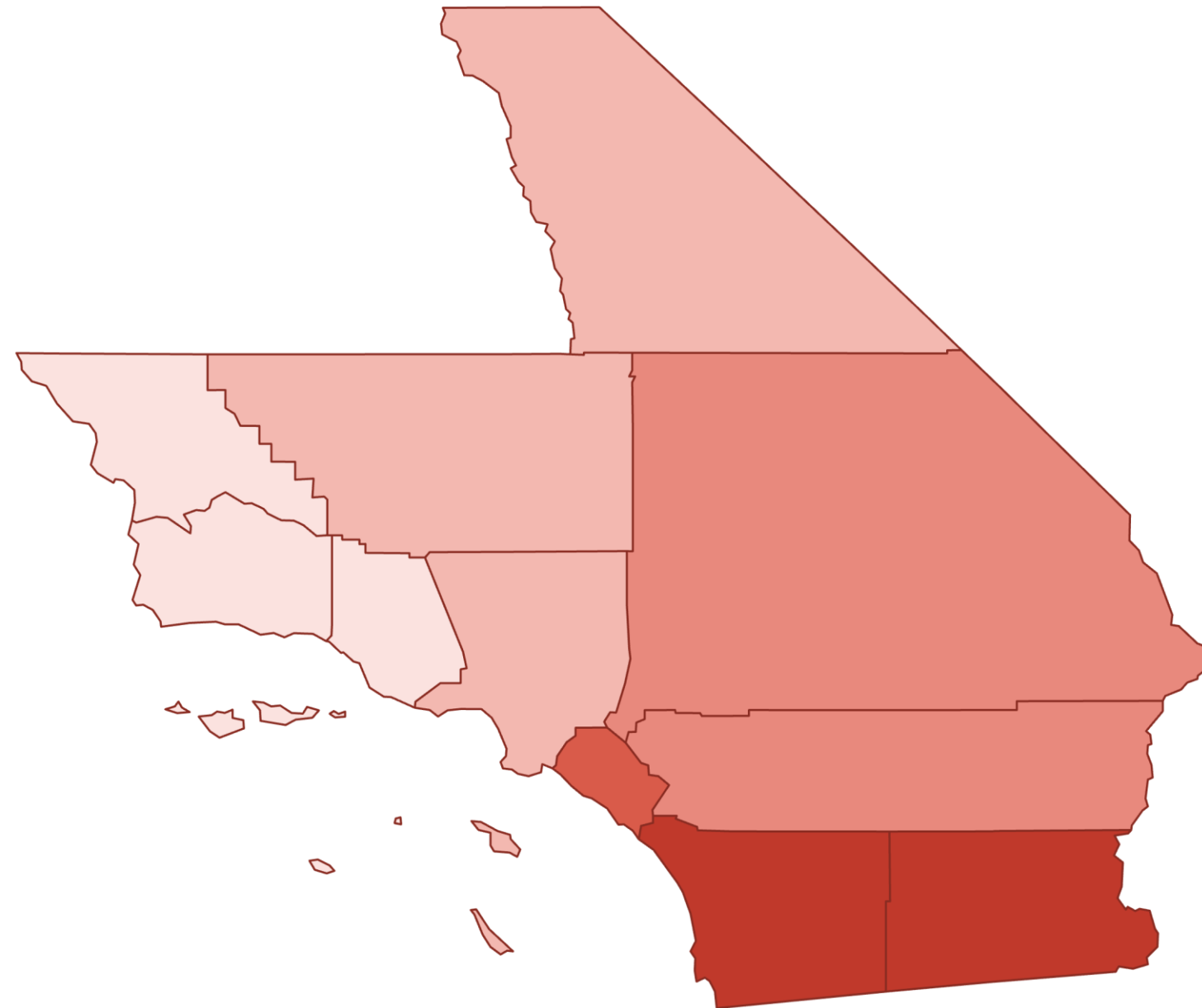
Katten





WHERE WE OPERATE

SOSC is divided into 5 distinct regions, with our headquarters located in Long Beach.



1

Region 1

San Luis Obispo, Santa Barbara & Ventura Counties

2

Region 2

Los Angeles, Kern & Inyo Counties

3

Region 3

San Bernardino & Riverside Counties

4

Region 4

Orange County

5

Region 5

San Diego & Imperial Counties

HOW WE PARTNER

► Bundled Event Sponsorship

Championship Competitions

Fundraising Events (Plane Pull, Golf Tournaments, Galas, Polar Plunges)

Unified Experiences and Lunch and Learns

► Other Ways We Partner

Cause Marketing (POS)

In-Kind Donations

► Benefits

Employee Engagement

Community Engagement

Positive Branding

Volunteer Opportunities

Social Media Strategy





UNIFIED EXPERIENCES

Sponsors of SOSOC benefit from unified experiences that offer their employees the chance to engage directly with athletes, fostering meaningful connections and gaining a deeper understanding of the transformative power of the organization. These interactions provide employees with a unique opportunity to hear firsthand from athletes about how Special Olympics has positively impacted their lives.



CASE STUDIES



The partnership's goal is to engage Kaiser Permanente employees, physicians, members and other partners in supporting SOSC's mission by collaborating on various initiatives, both organizations work together to raise awareness, encourage volunteerism, and foster a deeper understanding of inclusion. As SOSC's official Health Partner, they provide sideline care at Major Championship events and Medfest events.

Through this partnership, Kaiser Permanente not only supports the physical health of SOSC athletes but also shares its commitment to health equity, diversity, and community. This collaboration highlights the organization's belief in inclusion as a vital part of achieving total health and enhancing the lives of people with intellectual disabilities.



CASE STUDIES

goodr

goodr® sunglasses partnered with SOSC to sell co-branded sunglasses, the “Mission: Inclusion Vision” sunglasses. SOSC athletes were featured prominently in promotional materials, showcasing the brand’s commitment to inclusion and diversity.

1000 pairs were sold in 3 weeks, goodr experienced a significant spike in web traffic and an increase in sales of other styles, as fans of SOSC visited the site to purchase the sunglasses. The collaboration successfully showcased goodr’s commitment to inclusion, attracted a broader audience, and reinforced their brand values.

“

It was an amazing experience to be part of the 2024 Fall Games! The smiles from our Edwards team members, athletes, families, & volunteers said it all! Thank you to the Special Olympics team for making 2024, and every event, such a wonderful atmosphere of fun, support, and encouragement! We can't wait to come back!

- Janelle E. Edwards Lifesciences



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THANK YOU
For Your Support

