Gold Medal Gala

Revealing the Champion in all of Us!

September 21, 2017
6:00 p.m. to 9:30 p.m.
Southern Hills Country Club, Tulsa
For 48 years, Special Olympics Oklahoma has provided life-changing sports, health, and education programs for thousands of children and adults with intellectual disabilities across Oklahoma. The Special Olympics movement unlocks the joy of sport to inspire people to open their minds to human giftedness; to accept, include, and value people with intellectual disabilities; and to unite people in a shared belief of a more just and welcoming community.

History & Impact

Special Olympics Oklahoma was started in 1969. The first competition was held at Skelly Stadium on the campus of The University of Tulsa where 200 Special Olympics athletes participated. Special Olympics Oklahoma was incorporated in 1972. The Special Olympics movement has grown tremendously throughout the years. We have come a long way from our first event at Skelly Stadium when many, if not most, parents and siblings were still reluctant to be seen in public with a family member with intellectual disabilities. Today, more than 11,600 Oklahoma athletes participate in our program. These athletes are supported by 1,700 coaches who devote their time and experience to our athletes. There are more than 10,000 volunteers that help at the grassroots level. Families, coaches and volunteers are proud to be part of Special Olympics.

Key Facts

- Special Olympics Oklahoma serves more than 11,600 athletes and is active in 77 Oklahoma counties.
- Over 10,000 community volunteers help Special Olympics Oklahoma stage and host approximately 140 competitions each year.
- An estimated 76,000 people in Oklahoma have an intellectual disability.
- More than 50% of people with intellectual disabilities who participate in Special Olympics are employed, compared to only 10% of their peers who do not participate in our programs.
- Special Olympics Oklahoma provides a life-long opportunity for engagement for athletes of all ages, starting at age 3.

Through the power of sport, Special Olympics Oklahoma is creating better communities by fostering the acceptance and inclusion of all people. Won't you join us?
Event Overview

September 21, 2017
6:00 p.m. to 9:30 p.m.
Southern Hills Country Club

The *Gold Medal Gala* is Tulsa’s premier gala celebrating people with intellectual disabilities and the Special Olympics movement in Oklahoma. Guests enjoy exciting live and silent auctions, plated dinner and dessert, cocktails, great comedy entertainment, and a short program featuring a Special Olympics athlete and their parent.

The event offers businesses and individuals an opportunity for networking with notable members of the business community; entertaining employees, client guests, and friends; and demonstrating a commitment to people with intellectual disabilities and the Special Olympics movement.

---

Event Highlights

- Cocktail Hour featuring Silent Auction
- Plated Dinner and Dessert
- Program honoring Joe Castiglione
- Entertainment by national comedian Jeff Nease
- Program featuring Special Olympics athletes and other speakers
- Exciting Live Auction
- Experience the great Southern Hills CC

**Chairman**  Bill O’Connor

**Committee Members**

Jennifer Annis    Stephen Bolden
Dennis Caruso    Nick Eschenheimer
Robert Franden    Biff Horrocks
Scott Mabrey    Sanjay Meshri
Scott Moore    Frank Murphy
Brad Priest    Ed Raschen

“For as we hope for the best in them, hope is reborn in us.”

*Eunice Kennedy Shriver*  
*Founder, Special Olympics*
Barry Switzer Award of Excellence

Special Olympics Oklahoma has been honored and blessed to have had Barry Switzer as our Head Coach for 40 years! Coach Switzer has done so much for individuals with intellectual disabilities and made a huge difference in the lives of our athletes over the years. The athletes of Special Olympics Oklahoma love their Head Coach. By taking the time to high five the athletes, or lead us in the Special Olympics athlete oath, or challenge a young athlete to keep training hard for the upcoming event, or just providing a hug showing his compassionate support, these are the types of things that the Head Coach brings to Special Olympics Oklahoma. Special Olympics Oklahoma could not have asked for a better spokesperson and leader. Barry Switzer was presented an award at the inaugural Gold Medal Gala in 2016. The award has now been named in his honor.

“If you can’t be touched by the Special Olympics experience, you don’t have red blood running through your system.”

Barry Switzer
Honoree

Joe Castiglione, University of Oklahoma

We are excited to honor Joe Castiglione, Vice President/Director of Athletics for the University of Oklahoma. When Joe Castiglione came to Oklahoma, he inherited one of the most storied programs in college athletics, and he set about creating a positive culture where core values, a dynamic mission and a collaborative spirit develop a world class experience for student-athletes.

Some would argue that his 19 year tenure represents the best of the best. With 17 national championships and over 80 conference titles during his tenure, Castiglione’s record is certainly one of great merit. Add in the record progress in the classroom for the Sooners and you get a sense of the overall excellence that Castiglione has encouraged and built. His commitment to the success of student-athletes has gone beyond the Norman campus and he has served at the national and conference level. He served as chairman of the NCAA Division I Men’s Basketball Committee for the 2015-16 academic year. He also chaired the NCAA’s Football Academic Progress Rate (APR) Working Group and completed service on the NCAA Working Group on Collegiate Model-Rules Committee. He currently serves on the NCAA Board of Governors’ Commission to Combat Campus Sexual Violence, Gatorade Collegiate Advisory Board and the National Football Foundation and College Football Hall of Fame Board of Directors.

He served three terms as the chair of the Big 12 Board of Athletics Directors and is a past president of both the Division 1-A Athletic Directors Association and NACDA. He was named National Athletic Director of the Year in 2009 and was a finalist for same award in 2016. As the charity of choice of the Big 12 Conference, Joe has been instrumental in assuring support of Special Olympics Oklahoma by the university and conference. Congratulations and Thank You Joe!

“I believe in the mission of Special Olympics and would be honored to help in any way I can.”

Joe Castiglione
Jeff Nease

Comedian Jeff Nease is one of the nation’s leading stand-up comedians. You may recognize Jeff from his TV appearances on Comedy Central, Showtime, A&E, PBS as well as a finalist in ‘National Lampoon’s Laugh Off’ and ‘The World Series of Comedy’. Jeff has also opened for Motown legends The Temptations as well as Jim Carrey, Tim Allen and Ellen DeGeneres.

Observational, Conversational and often Standing Ovational, Jeff performs all over the world. From Las Vegas to Cruise Ships to Comedy Clubs across America and Canada, find out why audiences and critics alike call Jeff:


Jeff is not only from the local area but he also has a connection to Special Olympics. Jeff has been very active in supporting a local Special Olympics team in Okmulgee coached by his sister-in-law.

Through Special Olympics, people are reminded that we are all more alike than different.
Partnering with Special Olympics Oklahoma

Special Olympics is among one of the most well-known and well-respected brands in the United States, with familiarity and favorability ratings on par or even exceeding the most prolific brands, like McDonalds and Starbucks. Research has shown that people tend to transfer the positive feelings they hold towards Special Olympics to other companies or organizations that sponsor or are otherwise associated with Special Olympics. Findings also show that Special Olympics has 77% brand recognition in the United States, with 95% favorability toward the organization.

**Special Olympics Oklahoma offers your organization the opportunity to partner with us across our four pillars of service:**

**We Are Sports**  What began as a one-day track and field event 48 years ago is now a year-round training and competition program offering 16 different sports at 140 events across the state throughout the year.

**We Are Health**  Our Healthy Athletes program provides dental, vision, and hearing screenings while also providing access to health education, health care, and referrals for services.

**We Build Communities**  Programs like Unified Champion Schools, Spread the Word to End the Word, and Unified Sports are building bridges between people with disabilities and their peers, especially in our school communities.

**We Change Lives**  Our programs build confidence, develop skills, and foster independence in our athletes that lead to success on and off the playing field.

---

**Benefits of Partnership**

- **Build brand equity with local impact through a global, widely recognized brand like Special Olympics.**
- **Offer extensive year-round volunteer engagement opportunities for your employees.**
- **Grow customer loyalties through meaningful community partnership.**

---

A partnership with Special Olympics Oklahoma is a partnership with our communities. Please join us!
Sponsorship Opportunities

**Presenting Sponsor**

$10,000

Nothing shows a commitment to the Special Olympics movement and people with intellectual disabilities like serving as the Presenting Sponsor of the *Gold Medal Gala*. The Presenting Sponsor will enjoy the following benefits:

- Top event recognition and presenting status for the event:
  “*Gold Medal Gala Presented by YOUR COMPANY*”

- Preferred sponsor seating and two tables for 20 guests
- Presenting sponsor signage prominently displayed at the event
- Prominent logo placement on event invitation, program and website (20,000 hits/month) *pending deadlines as applicable*
- Opportunity to address the audience at the event
- Group photo with Joe Castiglione
- 4 company recognition posts with company logo on Special Olympics Oklahoma Facebook page (5,858 followers)
- Company listed and quote opportunities in event press releases
- Logo and feature article in Special Olympics Oklahoma’s enewsletter, *Photo Finish* (circ. 21,000)

Through Special Olympics, people are reminded that we are all more alike than different.
Sponsorship Opportunities

The Gold Medal Gala is an ideal opportunity to associate with Special Olympics, our successful athletes, and an eclectic crowd of community members. Special Olympics Oklahoma is pleased to work with you to develop a successful sponsorship program suited specifically to your needs.

Champion Sponsor $5,000

- Preferred sponsor seating for 10 guests
- Logo placement on event program and gala webpage (20,000 hits/month) *pending deadlines as applicable
- Logo placement on event video
- Group photo with Joe Castiglione
- Listing in event Press Releases
- 2 company recognition posts with company logo on Special Olympics Oklahoma Facebook page (5,858 followers)
- Listing in Special Olympics Oklahoma’s enewsletter, Photo Finish (circ. 21,000)

Gold Sponsor $2,500

- Seating for 10 guests
- Listing in event program and on gala webpage (20,000 hits/month) *pending deadlines as applicable
- 1 company recognition posts with company logo on Special Olympics Oklahoma Facebook page (5,858 followers)
- Listing in Special Olympics Oklahoma’s enewsletter, Photo Finish (circ. 21,000)
Response Form

YES!  We will support Special Olympics Oklahoma and the Gold Medal Gala with the sponsorship at the level indicated:

_____ Presenting Sponsor  $10,000
_____ Champion Sponsor  $5,000
_____ Gold Sponsor  $2,500
_____ We regret that we are unable to attend, but would like to support the Gold Medal Gala with a $________ donation.

Company Name _______________________________________________________
Company Contact ______________________________________________________
Address _______________________________________________________________
City/State/Zip __________________________________________________________
Phone _________________________________________________________________
Email _________________________________________________________________

Please invoice me $________
Please charge my credit card

Card Number ____________________________
Exp. Date _____________________________
CVV ________________________________

All contributions over the value of the dinner cost ($147.35) per person are tax deductible to the extent allowed by law.
Federal Tax #23-7174120.

For questions, please contact:
Derek Cain  Jennifer Lightle
Special Olympics Oklahoma  Special Olympics Oklahoma
918-481-1234  918-481-1234
derek@sook.org  jenniferl@sook.org

Special Olympics Oklahoma
6835 South Canton Avenue, Tulsa, OK 74136