# Unified Relay Across America (URAA)
## State Sponsorship Framework for Corporations and Associations

This is a suggested pricing framework for Special Olympics State Programs. Specific pricing and rights/benefits packaged are determined by Programs and should be tailored based on in-State corporate prospect needs, as well as unique rights/benefits Program is able to offer.

<table>
<thead>
<tr>
<th>Level</th>
<th>Suggested $ Ranges</th>
<th>Description &amp; Benefits</th>
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</thead>
</table>
| **“Gold”** | $20-50K | **Recognition:**  
- 2nd Tier website recognition  (1st tier reserved for all national sponsorships from SOI)  
- Route branding/marketing benefits throughout entire state  
- Inclusion in all state developed press/media  
- Option for partner to produce limited onsite sign/panels to be displayed at community celebration sites  
- Verbal recognition during the formal proceedings of the community celebrations  
- Recognized on URAA peer-to-peer fundraising website pages  

**Marketing & Promotional in Sponsored State:**  
- Limited rights to develop Relay-themed campaigns for TV, Radio, Print, Web in sponsored markets  
- Limited rights to develop retail-based consumer campaigns consisting of signage, POP displays, press releases, announcements, etc., promoting URAA events and sponsorship  
- Distribution of premiums & merchandising at approved locations (i.e. celebration events)  

**Marks & Imagery:**  
- Use of “Official Relay State Sponsor” designation  
- Right to use Program marks for internal/external promotions  
- Access to URAA photo/video footage  

**En-Route Activation Rights to:**  
- Host company branded limited URAA-themed events throughout state  
- Purchase premium torch run miles in sponsored market (subject to availability)  
- Designate a speaker at select community celebration nights  
- Purchase official torches, if interested (Max 25)  
- Produce and obtain route identification signage in limited quantities  

**Bundled Segments**  
- **$25K**  

**BENEFITS:**  
- Participant Spots: 30 standard segments OR 12 premium segments  
  (in applicable states and where available based on national sponsors)  
- Guaranteed exclusive teams throughout standard segments  
- 1 Torch will be provided for each Premium segment  
- Limited branding opportunities for team participants (i.e. branded hats, wrist bands, carried signs, etc.)  

**OPTIONAL:**  
- Invitation to Sponsor an Athlete headed to LA2015 World Games  
- Ability to host kickoff and evening celebrations  
- Invitation for local engagement (i.e. speaking at torch arrivals, shaking hands w/ elected officials)  

*Note: There are no state marketing rights associated with the purchase of bundled segments. Refer to “Marketing Rights” section above if corporation desires marketing benefits in addition to purchase of bundled segments.*
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<tbody>
<tr>
<td><strong>Marketing Rights</strong>&lt;br&gt;$10-20K**</td>
<td><strong>Recognition:</strong>&lt;br&gt;- Same as above&lt;br&gt;<strong>Marketing &amp; Promotional in Sponsored State:</strong>&lt;br&gt;- Same as above EXCEPT no distribution of premiums &amp; merchandising&lt;br&gt;<strong>Marks &amp; Imagery:</strong>&lt;br&gt;- Same as above EXCEPT a lower partner designation: “Official Relay Supporter”&lt;br&gt;<strong>En-Route Activation Rights to:</strong>&lt;br&gt;- Same as above</td>
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<td><strong>“Silver”</strong></td>
<td><strong>Bundled Segments</strong>&lt;br&gt;$13K</td>
<td><strong>BENEFITS:</strong>&lt;br&gt;- Participant Spots: 15 regular segments OR 6 premium segments (in applicable states and where available based on national sponsors)&lt;br&gt;- Limited branding opportunities for team participants (i.e. branded hats, wrist bands, carried signs, etc.)&lt;br&gt;- 1 Torch will be provided for each Premium segment&lt;br&gt;<strong>OPTIONAL:</strong>&lt;br&gt;- Ability to host kickoff and evening celebrations&lt;br&gt;<strong>Note:</strong> There are no state marketing rights associated with the purchase of bundled segments. Refer to “Marketing Rights” section above if corporation desires marketing benefits in addition to purchase of bundled segments.</td>
</tr>
<tr>
<td><strong>Marketing Rights</strong>&lt;br&gt;&lt;$10K</td>
<td><strong>In-kind Goods; Media in-kind; Ticket promotion; Valuable Assets</strong></td>
<td><strong>BENEFITS:</strong>&lt;br&gt;- To be solely determined and delivered at the local level based on capacities and general expectations, exclusive of marketing rights provided at Gold and Silver levels (e.g., sponsorship of Program benefit dinner)</td>
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</table>
| **“Bronze”** | **Bundled Segments**<br>$9K | **BENEFITS:**<br>- Participant Spots: 10 segments OR 4 premium segments (in applicable states and where available based on national sponsors)<br>- Limited branding opportunities for team participants (i.e. branded hats, wrist bands, carried signs, etc.)<br>**OPTIONAL:**<br>- Invitation to join torch arrival and celebration events<br>**Note:** There are no state marketing rights associated with the purchase of bundled segments. Refer to “Marketing Rights” section above if corporation desires marketing benefits in addition to purchase of bundled segments.
Revenue Share Models:

For packages containing **marketing benefits**, revenue share is 75% to Program/25% to SOI.

For packages containing **URAA bundled segments**, the previously FDC-approved revenue share applies:

- 45% to Program/45% to SOI/10% to LA2015 GOC on all regular segments (assumes pricing capped at $1,000/segment)
- 45%/45%/10% on each premium segment up to $1,000 and then 67% to Program/33% to SOI on any amount over the first $1,000/segment (typically this will be ~$1,500 if premium segments are priced at $2,500).

**EXAMPLE of Revenue Split (exclusively Marketing Rights):** $20,000 Gold Package

- 75%, or $15,000, retained by Program
- 25%, or $5000, to SOI

**EXAMPLE of Revenue Split (exclusively Bundled Segments):** $25,000 Gold Package for 12 bundled premium segments

For the bundled segments (12 premium segments in this scenario)

- 45%/45%/10% of the first $1,000 of each of 10 segments = $4,500 retained by Program
- 67%/33% of the next $1,500 for each of 10 segments = $10,050 retained by Program
- 2 segments are free to the sponsor

Total return to a Program is $14,550* out of $25,000.
 (*Minus variable fundraising costs of participant t-shirts, incentive torches, Donor Drive fees for the 12 segments.)

**EXAMPLE of revenue split (both Marketing Rights & Bundled Segments)**

$45,000 Gold Package including both: $20,000/marketing rights and $25,000/bundled segments.

For the marketing rights: 75% of the $20,000 = $15,000

For the bundled segments (12 premium segments in this scenario)

- 45%/45%/10% of the first $1,000 of each of 10 segments = $4,500 retained by Program
- 67%/33% of the next $1,500 for each of 10 segments = $10,050 retained by Program
- 2 segments are free to the sponsor

Total return to a Program is $29,550* out of $45,000
 (*Minus variable fundraising costs of participant t-shirts, incentive torches, Donor Drive fees for the 12 segments.)