

HISTORY WAS MADE AND A FUTURE WILL BE SHAPED IN CHICAGO

This event is as momentous for Special Olympics as it is for Chicago. *Benefits to Chicago:*

- Brings participant families and team fans to the city
- Allows the city to shine without additional strains on existing infrastructure
- Showcases the beauty of Chicago via broadcast and online coverage of the pre-event and days-of events
- Re-establishes the city as the birthplace of the Special Olympics movement and positions Chicago at the forefront of the global movement for inclusion.



SPECIAL OLYMPICS



YEARS
1968 - 2018

15 - 22 JULY, 2018 • CHICAGO, ILLINOIS

Special Olympics



A PIVOTAL MOMENT FOR SPECIAL OLYMPICS

With 5.3 million athletes in over 170 countries, Special Olympics has come a long way since the first Games at Soldier Field, Chicago in 1968. While Special Olympics has always stood for inclusion, we will reveal a new focus on unification of those with disabilities and those without. We will do it over the course of one momentous week of sport, music and heritage.

As the birthplace of Special Olympics, there is no city more fitting than Chicago to serve as the global stage for our climactic 50th anniversary. Synonymous with vibrancy and diversity, Chicago will capture the hearts and minds of hundreds of millions of followers witnessing this spotlight on acceptance for all people.

COMMUNICATIONS OBJECTIVE:

A NEW DIRECTION FOR ALL

During our 50th anniversary, we will highlight Special Olympics' evolution from exclusive sports for people with intellectual disabilities to inclusive or "Unified" sports, combining people with and without intellectual disabilities.

STRATEGY:

A MEMORABLE APPROACH

A series of high-profile, weeklong events will quickly build global awareness of unified inclusion, highlighting Chicago's leading role in the worldwide movement. We will tap into millions of social media followers of participating sports teams and musical acts, media partners and on-site audiences. Beyond the press and weeklong events, the 50th anniversary celebration will establish Chicago as a model for inclusion in the city, for the years to come.

PROPOSED EVENTS:

SHARING OUR VISION

SPORT: UNIFIED FOOTBALL CUP | July 15–21

Toyota Park, Chicago

- Special Olympics Unified Football (soccer) teams representing every region of the world will come to play in this inaugural tournament.
- All participating teams will be paired up with a professional football club as their sponsor. Invited teams will include Chicago Fire, Barcelona and Inter Milan.
- Special Olympics will engage broadcast partners to maximize coverage in Chicago and around the world.
- All teams will be hosted by Chicagoland Lions Clubs, Knights of Columbus and Rotary Clubs and practice on local college/university fields.

HERITAGE: ETERNAL FLAME OF HOPE | July 20

Soldier Field

At a ceremony on the 50th birthday of the Special Olympics movement, the city of Chicago will light up with a new eternal "Flame of Hope" that symbolizes a world of welcome and inclusion where everyone can learn, work, compete and play with the same rights and opportunities as others.

AWARENESS: LAW ENFORCEMENT TORCH RUN | JULY 20

Soldier Field to United Center, Chicago

A ceremonial Law Enforcement Torch Run from Soldier Field to the United Center will feature hundreds of law enforcement officers and Special Olympics athletes from throughout Illinois and the world as a lead-in event to the concert.

MUSIC: SIGNATURE CONCERT | July 20

United Center

- This unified gathering will bring together the world's top musicians, athletes, artists, celebrities, global leaders, donors and partners to celebrate and advance the Special Olympics inclusion movement and message.
- The performances will be simulcasted live to countries around the world.

SPORT: CHANGE THE GAME DAY | July 22

Soldier Field/Museum Campus, Chicago and Globally

Spearheaded by events in Chicago, Change the Game Day will take place all over the world. Soldier Field will be the focal point, offering Special Olympics supporters, Chicago residents and visitors to the city a unique opportunity to celebrate the past and look to the next 50 years of the Special Olympics movement. Athletes from the first Games in 1968 will be joined by present day athletes to tell the Special Olympics story. Members of the public and Special Olympics families will also be offered the chance to take part in Unified Sports experiences along with Special Olympics athletes, and hear about the opportunities for people with intellectual disabilities as we look to a build a more inclusive future.