

Special Olympics Global Football Initiative

Update November 2012

SOEE Leadership Conference

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Special Olympics



2012 Global Highlights



- FIFA relationship
 - High level dialogue
 - Sanction for Unified Cup
 - Outline agreement at FIFA Exco
- SO Unified Cup Rio 2013
 - SOLA/SOA and SOAP qualifying tournaments complete
 - All other regions complete by July 2013
 - MoU in place with Rio
- UEFA Euro 2012 Respect campaign
- Growth in Numbers
 - 32,500 new footballers
 - 8,750 new coaches
 - 25 more programs offering Unified Football
- THFC/Premier League Goa Academy
 - First engagement with EPL
- European Football Week
 - 12th year
 - 53,000+ participants
 - 420 events
 - 50 Countries

Current FIFA position



- New and strong relationship. President to CEO
- First draft MoU May 2012, reviewed and changes sought
- Second draft Sept 2012
- Outline agreement at FIFA Exco Sept 2012

FIFA Pyramid of Development





Key elements of 2nd draft MoU

1. Competitions

- Competitions at schools, district, state, national, regional and Confederation levels culminating in..
- A FIFA sanctioned Special Olympics world cup, to be called the **SO Unified Cup**, to be held every 4 years in conjunction with the FIFA World Cup

2. Development

- Coaches. FIFA, Confederations and National Associations to assist in the training and education of coaches for Special Olympics in every country within the FIFA Coach Education System for both male and female players
- A similar programme for referees

3. Supply of Equipment

- FIFA, Confederations and National Associations to offer footballs, jerseys, shoes and related equipment to Special Olympics teams on request.

4. Health Care Programmes

- Special Olympic athletes are accorded regular healthcare checks before competitions. The medical team of FIFA, the Confederations and National Associations will assist with these programmes.

Funding



Specifically, SOI asks FIFA to fund the following elements of the Special Olympics 4 year Strategic Development Plan for Football:

- ▶ To fund the appointment of a secretariat to implement the Development Plan
- ▶ To appoint a SO Development Officer in each Confederation region and pay their salaries and travel costs
- ▶ To organise competitions at state, national and regional levels on an annual basis
- ▶ To supply football equipment to all our athletes in all competitions
- ▶ To organise Coaching courses for all SO coaches
- ▶ To host a FIFA sanctioned SO Unified Cup in tandem with FIFA's own World Cup every 4 years and meet its expenses



North America
80,000

Latin America
60,000

Africa 32,000

Middle East
N. Africa
23,000

Europe/Eurasia
130,000

East Asia
75,000

Asia Pacific
80,000

480,000 footballers



Leveraging FIFA's support

A black and white photograph of a young boy with short, curly hair, wearing a white soccer jersey with dark sleeves. He is looking upwards and to the right, with a soccer ball suspended in the air above his head. The background is a plain, light-colored wall.

500,000

NEW footballers in the next 4 years



30,000

NEW Coaches

A photograph of two female football players in red jerseys and white shorts, high-fiving each other on a green field. The player on the right has the number 14 on her shorts. The background is a blurred stadium with blue seating.

10% increase year on year
in training and competition
opportunities

THE AMBASSADOR PROGRAM

Special Olympics





- **Alves**
- Ardilles
- Borja
- Breitner
- **Cafu**
- Cubillas
- Ellis
- Fair
- **Kaka**
- Karembeu
- Keller
- Nakata
- Nelsen
- Radebe
- **Romario**
- Seedorf
- Zanetti
- **Zico**



Inter Milan. Tottenham Hotspur. Glasgow Celtic. **Manchester United.** Seattle Sounders. Kansas City Royals. Corinthians. Rayados. Tigres. Monarcas de Morelia. Colorado Rapids. San Luis. Saprissa

Liverpool FC. Barcelona. Portland Timbers. Philadelphia Fury

A new set up



- We keep only a small group of Global Ambassadors that are managed centrally. Iconic clubs or footballers who transcend national boundaries managed centrally. Maximum 6 Clubs and 10 players.
- Recruit Ambassadors at regional/local level that support, and are managed by, regions or programs based on SOGF guidelines.
- Communications plan to keep them informed about GF and SO generally.
- Full plan of action for each Ambassador and written into contract.
- Focus on 2 or 3 specific activities per year, one event to help us raise funds, other event to provide a lifetime experience for our athletes, and an event to help raise awareness
- Manage Social media. Twitter and Facebook for both our own accounts but also input into Ambassadors accounts.



Special Olympics Unified Cup - Rio 2013

December 3rd -13th



Because our time has come

SOI, Rio de Janeiro, and FIFA will join forces to stage a world-class Unified Cup



MOA signed: late November

Budget: \$13.9M includes:

- air tickets for all delegations
- \$500K government fee to SOI*
- \$1.5M to promote the Movement and Unified Sports®

Legacy: Program development plan certifies new coaches, recruits & trains new Unified athletes, and engages youth

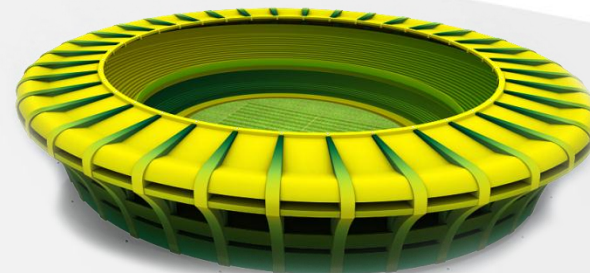
Promotion: XYZLive - public awareness, image, fundraising
Ambassadors - partnership between Special Olympics & FIFA

Participation: 24 teams in official tournament
Football Festival in Copacabana Beach for greater participation including young athletes programming, MATP, and a 5-a-side tournament

*Proposed; TBC at MOA signing



4 major stadiums where thousands of dreams will become a reality....



Our athletes will experience playing in the iconic **Maracanã** stadium,
One of the most famous football stadium in the world and the host venue for the
2014 FIFA World Cup Final.



Estádio Olímpico João Havelange

Another world-class stadium where the message of dignity and respect for differences will be transmitted by Special Olympics and FIFA to a world audience.

Highly skilled Unified Cup participants are determined by Regional qualifiers



Region	Dates	Location	Programs	Event
SOA	October 2012 (Complete)	South Africa	10	7-a-Side
SOAP	May 2013	Singapore	8	11-a-Side
SOEA	May 2013	Macau	5	11-a-Side
SOEE	June 2013	Poland	12	11-a-Side
SOLA <i>South America</i>	November 2011 (Complete)	Paraguay	12	11-a-Side
SOLA <i>Central America</i>	May 2013	Costa Rica	8	11-a-Side
MENA	November 2012 November 2012	Dubai Cairo	19	11-a-Side
SONA: <i>USA/Canada</i>	May/June 2013	New Jersey	8	11-a-Side
SONA: <i>Caribbean</i>	Series through November 2012	Multiple in Caribbean	4-16	TBD



Where we are today

- ✓ The MOA (Memorandum of Agreement) is being finalized with the government of Rio de Janeiro and is expected to sign off at the end of November.
- ✓ An official launch will be held involving SOI, FIFA and the Government of Rio
- ✓ An internal working group representing all regions has been established to determine the final rules of competition.
- ✓ Also, a new competition strategy has been developed that guarantees that every team will play at least 5 games during the Unified Cup finals tournament.



Where we are today

- ✓ XYZLive, one of the world's largest event promoters, has been contracted to develop and organize the public awareness, image, fundraising and promotional aspects of the event.
- ✓ Our Brazilian Football Ambassadors will help with promoting awareness about Special Olympics, the Unified Cup and our partnership with FIFA (Romario, Zico, Cafu, Carlos Alberto, Ricardo Rocha y Denilson).
- ✓ Romero Britto, the world famous Brazilian painter and sculptor, has agreed to work with SOI to develop the logo and merchandise for the Unified Cup.
- ✓ A Football Festival will be held at Copacabana Beach during the Unified Cup, where Special Olympics athletes of all ability levels, their parents and the general public will be able to interact in football activities, including a 5-a-Side local tournament for male and female athletes.
- ✓ A program development plan focused on certifying new coaches and recruiting and training athletes in Rio de Janeiro and other states is included as part of the Unified Cup project to guarantee that this event leaves a lasting legacy of building communities.

Promoting Inclusion



A Dignity Revolution will take place at the football stadiums of the 2014 World Cup

Special Olympics, the State of Rio de Janeiro and FIFA are joining forces to stage a world-class Unified Cup

Special Olympics athletes and Unified Partners will be promoting worldwide respect for diversity and acceptance



Special Olympics Global Football Initiative

Thank you.

Special Olympics

