

LOOK ONCE!

“When people in public look at my daughter they always look twice. My measure of success for the 2013 Games is that people will only look once.” Na Kyung-won

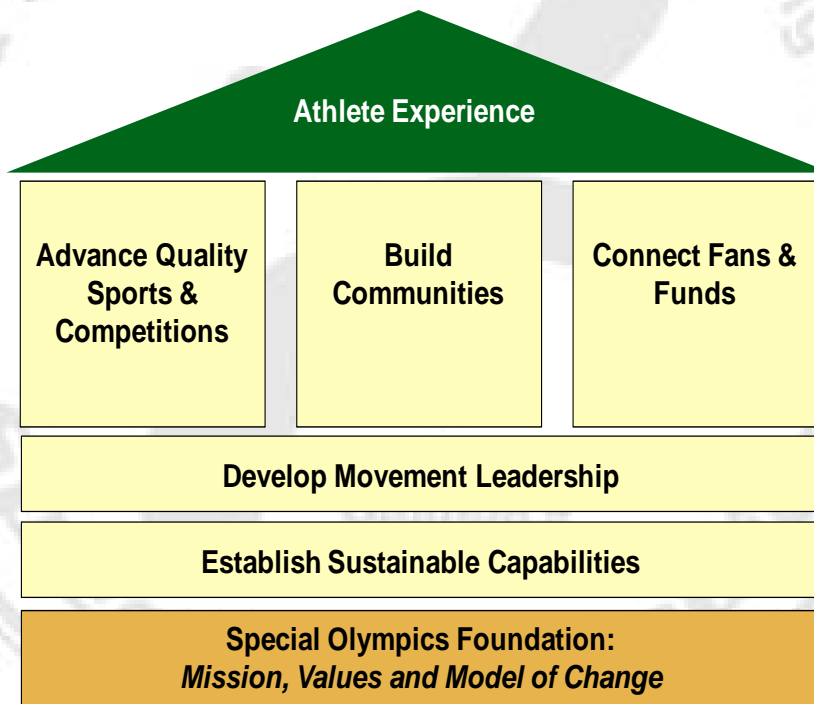
Chapter 21: The 2013 Special Olympics World Winter Games Legacy Plan:

The tenth Special Olympics World Winter Games for athletes with intellectual disabilities will be the largest winter sports and humanitarian event in the world held in 2013 and the largest winter sports event ever held in Korea. Some 2,300 athletes from 112 nations will compete under the international rules of amateur competition in 8 sports. More than 50,000 spectators will watch the athletic ability and courage of adults and children with intellectual disabilities. Millions more will view the seven-day event through worldwide television coverage.

As Special Olympics looks to any World Games, it must consider the legacy potential for the movement once the Games are declared closed. Special Olympics is proactively joining the GOC, Special Olympics Korea, and Special Olympics East Asia to make a major commitment to create lasting reminders of the human gifts that will be celebrated at the World Games, thus furthering the mission of Special Olympics to provide opportunities for people

with intellectual disability by marshaling the best in the human spirit. In essence, the *legacy* will be a reminder of what the 2013 Special Olympics World Winter Games represented, and an awareness of their continued presence.

The Legacy Plan is also aligned with the mission driving pillars of the Special Olympics Strategic Plan for 2010 – 2015.



1.0 ESTABLISHING LEGACY IMPACT AREAS

The International Board of Directors of Special Olympics has identified four legacy impact areas and corresponding measures of success for each area.

1.1 Realizing Operational Excellence

- Achieve 90% registration deadline adherence by all constituents.
- Deliver 90% satisfaction in accommodations, transportation, and food services for all constituents.
- Attain top tier media coverage for 40% of participating national programs.
- Produce athlete centered and high impact Opening and Closing Ceremony with a 90% approval rating by all constituents.
- Succeed in effective integration among all functional areas through implementation of successful venue development system for all sports and non-sports activities.
- Establish and implement a model financial reporting system for World Games.

1.2 Building Communities

- Identify and confirm attendance of 5-6 government leaders with global development responsibility and 7-10 congressional leaders from different countries as champions within their country and globally, with a focus on international development.

- Identify and partner with 3-5 government, multilateral (quasi-government), non-profit organizations linked to international development (e.g., United Nations, World Bank, African Development Bank, Clinton Global Initiative).
- Create a center of excellence around youth and athlete leadership in Korea.
- Identify 5-6 future Board or Global Ambassador prospects.
- Identify 3-5 foundations to support youth and/or global development work.

1.3 Achieving Sports Excellence

- Raise Special Olympics sports profile by establishing collaborative operational and marketing relationship with the 2018 Olympics LOC
- Confirm 2-3 sports partnership with international sports federations.
- Identify 5 opinion shapers from the world of sports as future Board/Global Ambassador prospects.
- Introduce online SO Global Sports Academy.
- Identify 3 funders to support the Real Sports Experience pillar.

1.4 Building Fans and Funds

- Utilize the Games to commercialize the Special Olympics brand by maximizing messaging opportunities and reinforcing the new brand identity where applicable.

- Implement a social and digital media strategy that involves 25% of the All-Star Fans (i.e., Global Ambassadors, Celebrity Supporters, SOI Board) that delivers (250,000) new fans.
 - Engage 8 existing donors in meaningful activities around their area of interest.
- Deliver 95% exceed expectation satisfaction among All-Star and MVP fans.
 - Recruit and involve 3-5 new major donor and/or sponsor prospects from Korea.

2.0 SPECIAL OLYMPICS NATIONAL PROGRAMS

Special Olympics World Games can provide Special Olympics Programs with new opportunities to generate revenue, drive public relations and attitudinal change, recruit new leadership, influence laws and policy benefitting Special Olympics and people with intellectual disabilities and grow athlete participation. Listed below are a few recent examples of the direct benefited Special Olympics Programs have derived from participation in the World Games.

2.1 Past Legacy Highlights

- After raising its profile at the World Games, SO France was approached by the French Disabled Sports Federation to develop a cooperative agreement which opened up to funding opportunities.
- After recording its highest ever visibility on major television,

SO Great Britain received strong support from Ministry of Sport.

- New government funding for SO Germany and increased support from corporate community (i.e., Weurth Group)
- Ministry of Sport agreed to support SO Bharat with a multi-million dollar grant.
- Special Olympics was included in the Presidential Budget and presented to Congress in the USA.
- Singapore Sports Council committed to supporting Unified Sports initiative nationwide.
- After attending Healthy Athletes in Athens, Minister of Health from Namibia set-up funding to replicate program in Namibia.
- Yucatan State Governor offered to host and fund next SO Mexico National Games.
- The Austrian Parliament approved an inclusion of an amendment that guaranteed equal treatment for people with and without disabilities.
- As part of the lead-up to the Games, Shanghai developed the "Sunshine Homes" concept which provides vocational training for people with intellectual disabilities. Today there are more than 1,000 "Sunshine Homes" operating.

2.2. Leveraging the 2013 Games

As Special Olympics Programs contemplate how best to leverage their participation in the 2013 Games, the following

strategies should be considered.

- Constituent engagement at the Games
- Special events tie-ins leading up to and after the Games
- Media outreach

2.2.1 Constituent Engagement

- **Nominated / Sponsored Guests**
 - Officials (contact Venisha Bowler at vbowler@specialolympics.org)
 - Global Youth Summit (contact Ron Vederman at rvederman@specialolympics.org)
 - Family Leaders (contact Barbara Warman at bwarman@specialolympics.org)
 - Law Enforcement Officers (contact John Newnan at jnewnan@howardcountymd.gov)
 - Healthy Athletes Train-the Trainer (contact Darcie Mersereau at dmersereau@specialolympics.org)
 - Sports Celebrities (contact Editra Allen at eallen@specialolympics.org)
 - Government Leaders (contact Editra Allen at eallen@specialolympics.org)
- **Invited Guests**
 - All-Star Fans (contact Editra Allen at eallen@specialolympics.org)
 - MVP Fans (contact Editra Allen at

eallen@specialolympics.org)

2.2.2 Special event tie-ins

- **Korean Embassy**
- **Sponsor Tie-ins**
 - Global Partners
 - Games Sponsors
- **Send-off Receptions**
- **Welcome Home Receptions**

2.2.3 Media outreach

- **Media Pitching**
 - Opening Ceremony Show
 - Closing Ceremony Show
 - Daily Highlights
- **Media Services**
 - Professional customized daily coverage available through pay for service fee.

3.0 Moving the Legacy Forward

Special Olympics will be sending each participating program a World Games Legacy Playbook. It will be a how to manual with best practices based on past Special Olympics Programs' successes. On a quarterly basis, SOI will send to all Programs at e-Legacy Update. For more information and to share your legacy plans please contact Peter Wheeler at pwheeler@specialolympics.org