



SPECIAL OLYMPICS TOWN, ATHLETE ENTERTAINMENT & FESTIVAL

SPECIAL OLYMPICS TOWN AND ATHLETE ENTERTAINMENT OVERVIEW

In addition to quality competition, Special Olympics strives to provide an atmosphere of entertainment, fun, and educational and cultural experiences for the competing athletes of World Games. This has traditionally been achieved through Special Olympics Town and supplemental athlete entertainment and special events. In consultation with Special Olympics headquarters, the Games Organizing Committee (GOC) is to develop an easily accessible, centrally located Special Olympics Town for all delegations. Special Olympics Town shall provide services and extracurricular activities for athletes, coaches and Heads of Delegation.

To develop an atmosphere of inclusion, integration and learning, Special Olympics encourages the public and other Games constituents to visit Special Olympics Town. This is often achieved by having “athlete-only” hours and “public” hours of operation. Sometimes supplemental entertainment, such as a concert or theater performance, is opened to the public or family members. While public involvement is encouraged, there should still be a few activities that are for delegation members only, such as a dance, picnic or cultural festival celebration.

In addition to Special Olympics Town, there is a Special Olympics Festival at World Games. The festival is established to educate and entertain all constituent groups, providing every Games sponsor the opportunity to have an exhibit or activity showcasing their support. The GOC may consider, with Special Olympics headquarters’ consultation and approval, the combining of Special Olympics Town and Festival, provided the primary goals are achieved and athletes remain the priority.

DEFINITIONS

Athlete Entertainment – Entertainment provided in the evenings for athletes either at Special Olympics Town, the Special Olympics Festival, or in or nearby athlete accommodations. This provides something to do in the evenings, such as dances, concerts and cultural performances.

Special Olympics Festival – Established to educate and provide entertainment for all constituent groups and provide all sponsors the opportunity to participate in the Games and showcase their support. Each sponsor is given space per their contract with the GOC or Special Olympics.

Special Olympics Town – An activity area providing entertainment for Special Olympics athletes outside of their competition at Games as well as an area to relax. It is usually the focal point of daytime entertainment activities, including sport, recreation, cultural and educational experiences.

LOCATION

Special Olympics Town should be in a location central to primary Games venues. It should be accessible regularly by all Games transportation. Sometimes additional remote Special Olympics Town venues may need to be established to better service the athletes housed away from the central location.

After evaluation of competition schedules and transportation times, the GOC may determine it is most desirable to conduct evening entertainment at athlete accommodations rather than at Special Olympics Town.

HOURS OF OPERATION

The hours of operation for Special Olympics Town should be decided so that the maximum opportunity for participation is provided to all athletes. Evening hours should be considered. There also should be coordination with the Healthy Athletes® venue to ensure all athletes are able to experience Special Olympics Town and Healthy Athletes. Special Olympics Town should at least be open during the hours of operation of surrounding Special Olympics venues. If it is determined that Special Olympics Town will not

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be open all evenings, then alternative entertainment options should be provided for athletes. In order to ensure all athletes are able to experience Special Olympics Town, it is helpful to schedule teams for visits.

ACCESS

Access to Special Olympics Town is granted by a Games credential with the Special Olympics Town abbreviation or icon, per the World Games Credentialing Matrix. No zone color or number is required for entry. It is important this not be changed, as it has significant impact on the credentialing of several constituents. Without the proper icon, guests, families and media should be able to apply for a day pass at the front desk for admission.

It is recommended that, when deemed appropriate, there be “public access” days at Special Olympics Town which do not require a credential for entry.

CONTENT & POLICY

Athletes should be included in the development of Special Olympics Town. The components should be upbeat, interactive and age-appropriate for all athletes. Samples of activities that have been successful in the past are listed below. Theme days also have been popular over the years.

- Arts & crafts
- Art exhibits
- Cultural activities
- Pin trading
- Arcade games
- Computers with e-mail and games
- Build your own Web page stations
- Sport stations with demos or challenges
- Music performances
- Musical instrument area where new things can be tried
- Dancing area
- Carnival booths
- Movies
- Bowling
- Theater
- Rest area
- Relaxation activities
- Photograph/media area

Athletes should be given priority at all activities at Special Olympics Town. If there is a line, athletes should be escorted to the front of it. In order to drive traffic to various special events within Special Olympics Town, the GOC may sell tickets to the public, provided the opportunity to attend is also given to athletes at no cost.



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It is acceptable to sell products or food to the public at Special Olympics Town within the guidelines set forth in the contract. However, delegation members should not have to pay for anything. There should be an athlete lounge available with drinks and snacks at no cost. Should athletes wish to purchase extra things, the choice will be optional.

A Special Olympics Town guide and schedule should be developed by the Special Olympics Town team and be made available to all Games constituents.

SPECIAL OLYMPICS FESTIVAL

OVERVIEW

To complement competition, Special Olympics Festival was developed to highlight the achievements of Special Olympics athletes and provide an area of entertainment, sponsor displays, multicultural activities and educational opportunities for all Games constituents. Special Olympics Festival provides every Games sponsor the opportunity to have an exhibit or activity showcasing their support. Special Olympics Festival is open to the public as well as credentialed Games participants.

LOCATION

Special Olympics Festival should be located central to primary Games venues and be accessible by all Games transport.

HOURS OF OPERATION

Special Olympics Festival should be operational throughout Games week. Daily hours of operation should be adapted to accommodate the largest number of people. Most likely, that will be all day, every day and into the evenings for some special events.

ACCESS

Special Olympics Festival is open to the public. No Games credential is required to enter.

CONTENT & POLICY

Special Olympics Festival's primary purpose is to provide Games sponsors the opportunity to showcase their support while contributing to the entertainment of the Games.

Adequate space should be provided to each sponsor per their contract with the GOC. Sponsors should be encouraged to be creative with their space, helping to ensure that Special Olympics Festival is an exciting, interactive, stimulating area that will encourage delegation and public involvement.

Special Olympics Space

Special Olympics headquarters should be provided space at Special Olympics Festival equivalent to that of top sponsors at no cost. The space should be a minimum of 10 feet wide x 8 feet deep, allowing room for a display board, information brochures and a few volunteers to answer questions. The space also should have electrical and network capacity to support a networked computer and printer provided by the GOC.

Special Olympics Global Sponsors

Special Olympics global sponsors also should be provided space at Special Olympics Festival equivalent to that of top GOC sponsors at no cost.