

MEDIA &
AWARENESS REPORT
SPECIAL OLYMPICS
WORLD GAMES
LOS ANGELES 2015

July 25 - August 2, 2015



Special Olympics
**WORLD
GAMES**
LOS ANGELES 2015



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Los Angeles 2015

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EXECUTIVE OVERVIEW

Special Olympics World Games
Los Angeles 2015



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SPECIAL OLYMPICS

WORLD GAMES LA 2015



The Special Olympics World Games were the largest sports and humanitarian event in 2015, with 6,500 athletes, 2,000 coaches, 10,000 volunteers and more than 500,000 spectators in attendance. Athletes competed in 25 Olympic-style sports at 27 venues, comprising 290 separate events.

Media coverage of the 2015 Special Olympics World Games, international and domestic, reached a historical height of awareness for the movement, reaching billions of people worldwide and generating **over 20 billion** media impressions through multiple mediums. Through our exclusive host broadcast partnership with ESPN, we were able to broadcast Opening Ceremony live to millions of viewers in the US and through ESPN networks and syndication, reaching more than **170 countries worldwide. More than 20.16 million** people in the United States watched some part of ESPN's coverage, which included **38 hours of television coverage** on ESPN, ESPN2, ABC and ESPN Deportes.

Having **ESPN** as the host broadcaster and the World Games staged in the U.S., it was critical that Special Olympics use these opportunities to change attitudes about people with intellectual disabilities and garner as much awareness and brand understanding as possible. Hundreds, if not thousands of hours went into researching the best stories, mapping the coverage, organizing interviews, and educating ESPN staff, as well as other members of the media registered to cover the World Games.

In addition, the World Games offered an opportunity to mobilize America to come together to celebrate differences and become unified in the spirit of respect and inclusion as they welcome Special Olympics athletes from throughout the world.



EXECUTIVE OVERVIEW

SPECIAL OLYMPICS

WORLD GAMES LA 2015



Highlights of Opening Ceremony included First Lady Michelle Obama officially opening the Games and many inspiring memories including Jamaal Charles, a running back for the Kansas City Chiefs who revealed his personal story of overcoming adversity through sports and that he was once a Special Olympics athlete. In addition to the three-hour Opening Ceremony, **ESPN** coverage included a first-ever, daily, 30-minute prime-time World Games show featuring highlights, stories, interviews and “Up Close and Personal” profiles of the athletes. After public pleas for more coverage, these **ESPN** half hour shows were eventually expanded to full, one hour programs. In addition to the remarkable coverage that emanated from ESPN’s headquarters, Rockin Roberts Production produced a one hour special leading up to the Games that aired 3 times. ESPN’s features unit, along with Maria Shriver, produced a 30 for 30 special “Brave in the Attempt” on Eunice Kennedy Shriver and the origins of Special Olympics.

At the 2015 World Games, two types of Special Olympics Unified Sports programs were held: **Unified Sports competitions** and **Unified Sports Experiences**. Over the course of the World Games, over 1,300 people participate in 16 Unified Sports Experiences. These participants included Special Olympics athletes, professional athletes/former Olympians, corporate sponsors, celebrities, honored guests, coaches, volunteers, and fans. The 2015 World Games had more sports (25) and competitions (12,000) than any previous World Games. Additionally, **20% of events were Unified**, which is the largest percentage of Unified in World Games history, with the offering of the first-ever Unified Triathlon and a Unified Half Marathon allowing the general public to participate.



SPECIAL OLYMPICS WORLD GAMES LA 2015



JULY 24 & 25

Google Doodle Event

Efficient media operations from beginning to end enabled over 1,200 journalists from more than 79 countries who attended the 2015 World Games. A main media center, as well as sub-media centers and a daily media communique outlining all key information, allowed journalists to cover the Games and file stories easily.

For the first time, the World Games had a Digital Operations group to focus reaching the global village. The social media audience reached more than 4 Billion impressions across all channels including Facebook, Facebook Spanish, Twitter, Instagram, Google+, YouTube and LinkedIn. The social media guidance invited people to #REACHUPLA, and celebrate the incredible courage, determination and joy of the athletes.

Ultimately, the 2015 World Games set a new benchmark for communications and media outreach for the movement, raising our visibility in key target markets and with the general public.

JULY 25

#1 Trending Topic on Facebook

NEARLY
20 Billion
Total Impressions

NEARLY
1 Million
Engagement Events
During Games

130,000
Social Media Fans

MORE THAN
700 Pages
Of Images
On Flickr

JULY 25

Top 10 on Twitter

OVER
4 Million
Website visits

MORE THAN
350,000
YouTube Views

60,000
Newsletter Subscribers

Largest Facebook fans,
Twitter followers,
Instagram followers and
YouTube subscribers in
the history of our World
Games

EXECUTIVE OVERVIEW

SNAPSHOT OF TOTAL AWARENESS/COVERAGE AT GAMES



Total Impressions (including broadcast, print/online, social, etc.)

Total Impressions

20 Billion
(20,531,920,118)

5,000,000

reported by **ESPN** for press coverage (traditional) during Games

20,160,000

number of people who watched **ESPN** during Games

4,000,000,000

combined social media impressions for Games (includes LA2015 and SOI properties)

1,000,000

views of Special Olympics content on **ESPN.com** during Games

1,700,000,000

combined traditional and social impressions for **URAA**

14,500,000,000

Traditional impressions for Games (including US and international coverage)

350,000,000

Euronews Channel broadcast the Special Olympics campaign 'All Champions are Special'



EXECUTIVE OVERVIEW

SNAPSHOT OF SOCIAL MEDIA STATS AT GAMES



Overarching Stats for 90 day period of May 15 – Aug 12

TOTAL IMPRESSIONS

4,807,956,765

TOTAL POSTS

341,448
from **136,258 Users**

What are digital impressions?

A digital impression happens when a reference to LA2015 flashes across a person's screen, via social media, Adwords, and display ads, etc..

Impressions are the broadest, most general metric to report on. They match up with traditional advertising impressions (not shown) and press impressions (not shown).

Measurement tool: Keyhole.co

Terms that were tracked: LA2015, Special Olympics "World Games", ReachUp, ReachupLA, playunified

Audience Gain by Platform from July 24 - Aug 3 (% increase during Games) **Fans:**



FACEBOOK

+17,321

(+2.4%)



TWITTER

+7,170

(+11%)



FACEBOOK

+20,374

(+70.2%)



Watch The Social Media ScreenShots

<https://youtu.be/AvkBxxKeHAc>

EXECUTIVE OVERVIEW

GLOBAL AMBASSADORS & CELEBRITIES AT GAMES

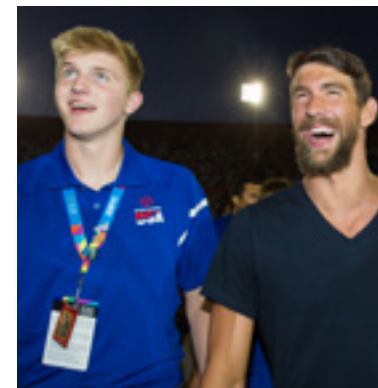


GLOBAL AMBASSADORS

Michael Phelps
Apolo Ohno
Yuna Kim
Damian Lillard
Hannah Teter
Hidetoshi Nakata
Vladimir Grbic
Brooklyn Decker
Jamaal Charles
Maria Menounos
Nancy O'Dell
Dikembe Mutombo
Scott Hamilton
Vanessa Williams
Nadia Comaneci
Nicole Scherzinger

CELEBRITIES & NOTABLES

Aloe Blacc (singer)
Andra Day (singer)
Avril Lavigne (singer)
Becky G (singer)
Carly Rae Jepsen (singer)
Colin Farrell (actor)
Dain Blanton (Olympic Champion)
Deepak Chopra (author)
Ed Harris (actor)
Eva Longoria (actress)
George Lopez (actor)
Greg Louganis (Olympic Champion)
Jamie Anderson (Olympic Champion)
Josh Kerr (professional surfer)
Kimberly Elise (actor)
Louisa Wendorff (singer)
Lauren Potter (actor)
Marcos Evangelista de Moraes (Cafu)
(professional footballer)
Mitchie Brusco (professional skateboarder)
Oguchi Onyewu (professional footballer)
Nigel Lythgoe (producer)
Paula Abdul (entertainer)
Pete Sampras (tennis champion)
Michael Chang (tennis champion)
Siedah Garrett (singer)
Tahj Mowry (actor)
Twitch (dancer)



EXECUTIVE OVERVIEW

SNAPSHOT OF TOP TIER MEDIA COVERAGE AT GAMES



Listed below are some of the highlights of media coverage secured during Games.

Washington Post, July 22, 2015

[D.C. track star heads to Los Angeles for Special Olympics World Games](#)

Good Morning America, July 24, 2015

[Maria Shriver Talks Special Olympics & Her Mother With Robin Roberts](#)

TODAYShow.com, July 26, 2016

[Special Olympics athlete on upcoming World Games: Be determined and fearless](#)

New York Times, July 27, 2015

[Special Olympics Takes on the World](#)

PBS Newshour: Sam and Mattie Raise Money to

Make a Zombie Movie, August 27, 2015

[How this NewsHour Reporter Became a Zombie](#)

TODAYShow.com, July 27, 2015

[Man to compete in Special Olympics 21 years after doctors said he wouldn't live](#)

Sports Illustrated Kids, July 27, 2015

[Kansas City Chief Jamaal Charles Inspires at Special Olympics World Games](#)

Jerusalem Post Israel News, July 28, 2015

[Israel Pride at Special Olympics](#)

UTV Ireland, July 28, 2015

[Fourth Medal for Team Ireland at Games](#)

LA Daily News, July 29, 2015

[Congo Runners Will Silver and Bronze](#)

SB Nation, July 29, 2015

[Special Olympics athletes team up with former NBA greats in exhibition game](#)

USA Today, July 29, 2015

[Brooklyn Decker: The Special Olympics is about Supporting her Aunt](#)

ABC News Tonight, July 30, 2015

[Mexico City Bans Cages, Restraints at Facilities for People With Disabilities](#)



Click & Watch The Sizzle Reel Now on Youtube

Amy Poehler's Smart Girls Blog, July 30, 2015

[My Life in Special Olympics](#)

ESPN, July 30, 2015

[Loretta Claiborne Remains the Heart of Special Olympics](#)

The Daily Star, July 30, 2015

[Special Olympics Bangladesh Earns Three More Gold Medals](#)

USA Today, July 31, 2015

[Special Olympics World Games Athlete Olivia Quigley with Stage Four Breast Cancer Puts off Chemo to Win Gold at Games](#)

U.S. News and World Report, July 30, 2015

[Free Check-ups Helping Special Olympics Athletes Stay Healthy](#)

HELLO Magazine, August 11, 2015

[Natalia Vodianova Coverage](#)

RTE News, August 17, 2015

[World Games Media Coverage](#)

EXECUTIVE OVERVIEW

SNAPSHOT OF SOCIAL MEDIA GOOGLE & TWITTER CONTENT



It's a pretty good day when you are a Google Doodle! Thank you @Google! #ReachUpLA



Google Search

I'm Feeling Lucky

RETWEETS
42

FAVORITES
55



"You're uniting us in a way that nothing else can." — The First Lady to athletes at the @SpecialOlympics World Games.



RETWEETS 12 FAVORITES 6

12:03 AM · 26 Jul 2015



"I learned I can fly."

Former @SpecialOlympics athlete Jamaal Charles inspires 2015 participants: es.pn/1HVhgw4 #MondayMotivation

— ESPN



Special Olympics a beginning for Jamaal Charles - ESPN Video
Chiefs running back and Special Olympics alumni Jamaal Charles explains what the event means to him and how it impacted his future.

View on HBO

RETWEETS 424 FAVORITES 503

1:40 PM · 27 Jul 2015

EXECUTIVE OVERVIEW

REGIONAL SNAPSHOT

NORTH AMERICA

- 18 delegations attended Games
- ESPN content featured delegates from the US, Canada, Cayman Islands, Jamaica, Haiti and Bahamas
- Strong partnership engagement with Toyota, Microsoft, WWE, Bank of America, ESPN-ABC, Coca-Cola, Mattel, Toys "R" Us, Boulder Shares, Kaiser Permanente, Knights of Columbus, Finish Line, Digicel and Digicel Foundations and Tim Hortons
- Special Olympics USA saw a 112% increase in Twitter followers and a 42% increase in Facebook fans
- First Lady Michelle Obama joins Special Olympics USA's delegation and addresses the crowds at Opening Ceremony

LATIN AMERICA

- More than 50 journalists from 16 countries in Latin America, including a journalist from Cuba, attended the Games
- More than 750 news stories ran in broadcast, print, radio and online media
- 18 of the 20 Latin America countries were in direct contact with ESPN for coverage throughout the Games
- Unprecedented social media coverage via creation of Special Olympics Latin America social media campaign, resulting in 15.3% increase in Facebook fans and 15.6% increase in Twitter followers



MIDDLE EAST NORTH AFRICA

- 15 Programs attended Games
- Generated over 1500 news articles
- Bahrain, Morocco and Saudi Arabia all sent reporters from national broadcast and newspapers to cover the Games
- Egyptian Counselor Al Hussein Abdel Wahab hosted a banquet for Egypt's team

AFRICA

- 21 Programs participated in Games
- ESPN featured stories
- Strong partnership engagement with Coca-Cola, Herbalife and TOMS
- High-profile attendees including President of Rwanda, Deputy Minister of Sport for South Africa and Namibia and Deputy Minister of Social Protection in Ghana

EUROPE/EURASIA

- 57 Programs attended Games
- National broadcasters from 10 European countries sent film crews to Games
- 20 European countries were in direct contact with ESPN for coverage throughout Games
- Heads of State in Germany, Malta, Israel and Hungary met with their delegations before or after Games

EAST ASIA

- 6 Programs sent media to cover the Games
- Provided stories and access to 80 journalists from the region, generating over 1500 news stories
- Unprecedented social media activity, reaching 35,000 followers
- Arranged 20 media interviews on-site at Games with celebrities, ambassadors and SO executives

ASIA PACIFIC

- Nearly 1200 delegates from 26 countries participated in Games
- Youth leaders from 8 countries attended GenUIn Social Impact Summit
- Strong partnership engagement with Herbalife and celebrity engagement with Sarwat Gillani, Adnan Siddiqui and Javed Sheikh
- 7 SO Australia athletes featured in ESPN documentary titled, "The Road to LA"

EXECUTIVE OVERVIEW

VIDEO & PHOTO DOCUMENTATION



FLICKR PHOTO LINKS



- **SPECIAL OLYMPICS**
- **LA 2015**

Throughout the LA World Games, Special Olympics Communications coordinated coverage with GOC volunteers (photo and video) along with small crew of SOI volunteers to maximize photo and video coverage of the games. This resulted in more than 22,000 photos covering every sport, plus extensive b-roll and Games action and event footage for use by sponsors, SOI Programs.

This includes special event footage, such as announcement of the \$25 million Golisano Foundation gift and complete coverage of the GenUIn Social Summit, as well as videos being produced for an LA2015 World Games commemorative DVD.

SOI Communications also worked directly and extensively with ESPN and others on athlete profile story ideas for coverage, as well as athlete blog posts for use by partners and others.

Through working with ESPN, we were able to offer separate Parade of Athletes footage to media and all 160 participating delegations within hours of Opening Ceremony -- for the first time ever. The following day, a second set of Parade of Athletes clips from a separate camera angle was also made available for download to all participating delegations.

In addition, SOI also made available to media and programs a Daily ESPN Video News Release from Opening Ceremony through every day of competition.



WORLD GAMES ACTIVATION

Special Olympics World Games
Los Angeles 2015



EXECUTIVE
OVERVIEW

WORLD GAMES
ACTIVATION

BROADCAST
OVERVIEW

DIGITAL MEDIA
OVERVIEW

REGIONAL
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WORLD GAMES ACTIVATION

SPECIAL OLYMPICS UNIFIED RELAY ACROSS AMERICA PRESENTED BY BANK OF AMERICA



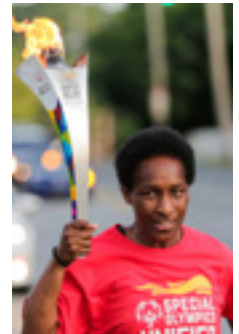
Presented by:
Bank of America

Leading up to the 2015 World Summer Games, the Flame of Hope made a journey across all 50 states in the first-ever Special Olympics Unified Relay Across America presented by Bank of America. Over the course of 46

days, the Flame was passed by more than 10,000 supporters of the Special Olympics Movement as it traveled three simultaneous routes and over 20,000 miles from east to west coast, spreading awareness of the Movement and the upcoming World Games.

From the announcement of the event on 26 January 2015 through the finale on 10 July 2015, the Unified Relay garnered an unprecedented amount of exposure with **3 billion media impressions**. Nearly **800 million impressions** were from social media interaction by way of **45,000 posts** made by **17,000 social media users** using #UnifiedRelay and #PassTheFlame.

In addition to social media, a joint communications effort was made with our presenting partner Bank of America and official media partners ESPN and ABC, yielding the Unified Relay to appear in over **1,000 print stories** and more than **900 broadcast stories** seen throughout the country.



Watch the Unified Relay Video

| Click and See Photos

WORLD GAMES ACTIVATION

LAW ENFORCEMENT TORCH RUN

FINAL LEG



The Law Enforcement Torch Run (LETR) Final Leg began in the California capital of Sacramento on 13 July, visiting 127 cities, towns and communities and traveling 4,648 miles on three routes throughout the state before lighting the cauldron at the Los Angeles Memorial Coliseum to open the 2015 Special Olympics World Games on 25 July.



Watch the LETR Final Leg Video

WORLD GAMES ACTIVATION

CONTINUED AWARENESS



POPE MEETS ITALIAN SPECIAL OLYMPICS ATHLETES

Pope Francis held an audience for Italy's 150 Special Olympics athletes traveling to Los Angeles to compete in the 2015 World Summer Games. During his remarks, Pope Francis reflected on the promise of sports. "I encourage you to continue in your efforts to help each other to discover your potential and to love life, to appreciate it in all its limits and above all, its beautiful sides." The Pope also encouraged the athletes to make friends from around the world. Chairman Tim Shriver presented Pope Francis with a Unified Relay Torch and the red iconic Special Olympics Play Unified ball. [Watch the video on Youtube.](#)



U.S. POSTAL STAMP CAMPAIGN

Thanks to the support and dedication from **Board member, Donna de Varona**, on 9 May, 2015 the **U.S. Postal Service** launched the **Special Olympics World Games Forever stamp** in Irvine, California, celebrating the World Games and the Special Olympics movement.

To support the stamp, a nationwide letter writing campaign benefitting our athletes, where over **3,000 school age children from schools across the country** wrote in to wish and **cheer on our athletes** at the Games!

"REACH UP" CAMPAIGN

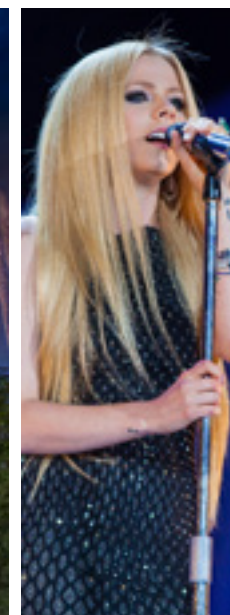
\$10M in Media led to nearly a billion impressions in the LA Market

for the Campaign's two phases: the Launch in November of 2014 and Phase Two in May of 2015. The campaign included TV, Radio, Billboards, Bus Stops, World Games Theme Song (Siedah Garrett), Social Media, Circle of Inclusion and engagement of influencers.

WORLD GAMES ACTIVATION OPENING CEREMONY

The Opening Ceremony, directed by Emmy Award winner Debbie Allen and produced by FiveCurrents, was held in a sold-out Los Angeles Memorial Coliseum with 62,000 people in attendance, including family members and fans in the stands cheering on our athletes. First Lady Michelle Obama officially opened the Games, praising our athletes for their courage and determination, noting they were an example to the millions of people watching the Opening Ceremony in their living rooms.

On the eve of the 25th anniversary of the Americans with Disabilities Act, ESPN helped promote inclusion in its programming by integrating Special Olympics athletes alongside celebrity talent throughout the evening. The three-hour live broadcast hosted by Robin Roberts, SportsCenter anchors Kevin Negandhi and Lindsay Czarniak along with Special Olympics Global Messenger Dustin Plunkett, included a line-up of stars including Stevie Wonder, Avril Lavigne, Nicole Scherzinger, O.A.R., Cody Simpson, J Balvin, Becky G, Cassadee Pope, 'Reach Up LA' theme song creator Siedah Garrett and appearances by Jimmy Kimmel, Eva Longoria, Ed Harris, Lauren Potter, Michael Phelps, Colin Farrell, Damian Lillard, Jamaal Charles, and Greg Louganis.



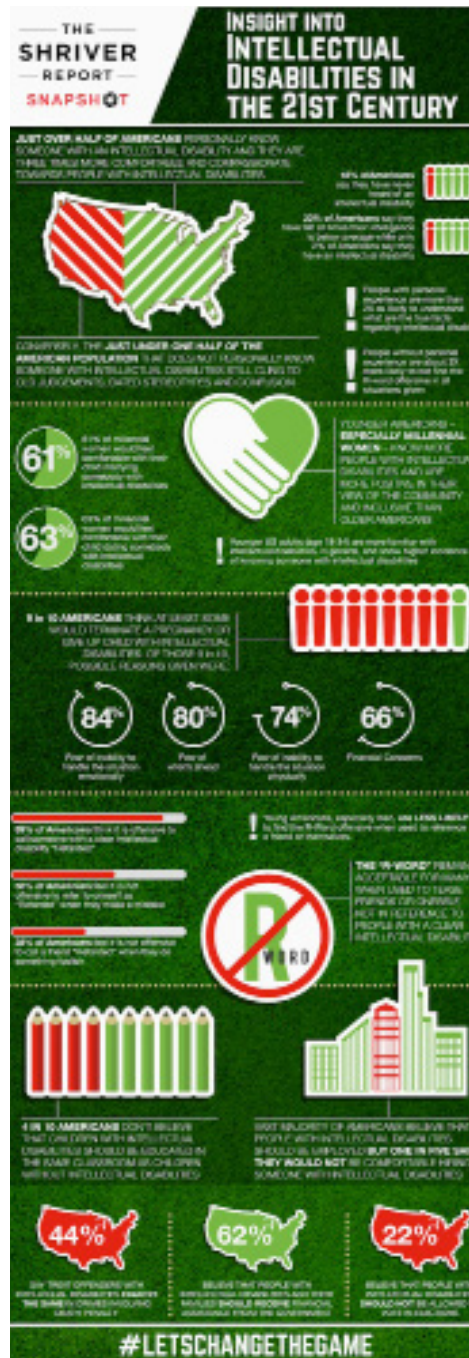
WORLD GAMES ACTIVATION

THE SHRIVER REPORT

On July 24th, 2015, on the eve of the 25th anniversary of the Americans with Disabilities Act, Shriver Media and Special Olympics, supported by the Richard and Cecilia Attias Foundation, released the *Shriver Report Snapshot: Insight into Intellectual Disabilities in the 21st century.*

The findings from the groundbreaking poll conducted by Harris Poll in July 2015, revealed that a nation is divided; exposure to people with intellectual disabilities increases acceptance and positivity and lack of exposure drives fear and misunderstanding. The findings also revealed millennial women are game changers; millennials are pushing boomers towards acceptance and inclusion and when it comes to attitudes towards people with ID, experience is the game-changing ingredient. Using the report as the hook for launching the **#LETSCHANGETHEGAME** Challenge, Special Olympics and Shriver Media distributed the findings to media. Maria Shriver announced the findings of the report with an exclusive interview on ABC's Good Morning America, with additional coverage in TIME, ESPN's Outside the Lines, New York Post and Huffington Post, to name a few.

[Link to The Shriver Report](#)



WORLD GAMES ACTIVATION

BOARD OF DIRECTORS & STAKEHOLDER'S MEETING



Over 300 leaders from across the Movement gathered during the World Games to review the final draft of the 2016 – 2020 global strategic plan. This was a fantastic turnout given all the other Games activities going on that evening, and offered a wonderful chance for leaders to renew old acquaintances and develop new friendships.

The new global plan was presented by International Global Messengers and program leaders from each of our seven Regions, after which everyone then gave their reaction and input to the plan. There was a lot of excitement and energy in the room as leaders began to look ahead and provide their thoughts on what should happen over the next five years. Most importantly, they gave fantastic feedback from the field that has since been used to make a number of significant changes to the global plan and ensure that it makes the maximum possible impact on the lives of people with intellectual disabilities the world over!

During World Games, the Special Olympics Board of Directors held its regular meeting. Among its items of business was recognition of the dedication and commitment displayed by the Games Organizing Committee in putting together a world-class event, and to Maria Shriver for her work publishing the Shriver Report released during Games. [Link to The Shriver Report](#)



WORLD GAMES ACTIVATION

GENUIN: by GENERATION UNIFIED



The GenUin: Special Olympics Social Impact Summit was a six-day event convening 120 youth leaders from 30 countries around the world for a transformative social change experience.

This opportunity competitively selected youth leaders through application based on their leadership and community engagement qualifications, and merit of a project proposal, which identified a challenge facing people with intellectual disabilities and proposed a solution to promote inclusion. During the Summit, youth leaders worked with mentors to develop social impact ideas, share them through project pitches, hear from inspirational leaders that offered motivation and advice, and finally, earn project funds to realize their dreams. Following the Summit, all youth leaders will implement their impact project over the course of the next 12 months, making their communities more inclusive for everyone. Mentors from The Future Project, and other youth-centric organizations used their youth empowerment expertise through a full curriculum on project planning, implementation and evaluation. Guest workshop presenters included professionals from Y&R, a world renowned advertising agency; and tech giant Microsoft. Furthermore, youth gained an in-depth look into the challenges facing people with intellectual disabilities, and equipped themselves with skills on how to influence change, drive impact, and create results. Highlight events included the GenUin Conversations: Speaker Series, and Pitch Pit which featured

iconic speakers with success in mobilizing change including Actress and Special Olympics Ambassador Brooklyn Decker; Muhtar Kent, Chairman and Chief Executive of Coca-Cola; Actress, Recording Artist and Special Olympics Board Member Vanessa Williams; Dikembe Mutombo, NBA Legend, Chairman and President of Dikembe Foundation and Special Olympics Board Member; and Loretta Claiborne, Special Olympics athlete and Special Olympics Board Member. A line-up of 19 inspiring leaders in social change, technology, foundations, service organizations, international agencies and more discussed how a unified generation can be created and activated. The Pitch Pit, hosted by Host of Entertainment Tonight Nancy O'Dell, featured the top five impact projects peer selected among the youth leaders.



[Watch The Recap Video Now on Vimeo](#)

WORLD GAMES ACTIVATION

INCLUSIVE ROUNDTABLE

At the 2015 Special Olympics World Games in Los Angeles (USA), Dr. Timothy P. Shriver, Chairman of Special Olympics and the Honorable Anthony Lake, Executive Director of UNICEF, convened an Inclusive Global Development Roundtable Consultation on the importance of increased action in support of individuals with intellectual disabilities (ID) worldwide.

The Roundtable helped to raise awareness about the needs and abilities of individuals with ID among global leaders and promoted greater, more inclusive access to key sports, health, education, and social protection opportunities.

Roundtable participants included Heads of State and Heads of Government, senior government officials, global development leaders, business leaders, academics and athletes. Special Olympics athletes at the Roundtable provided concrete examples of how acceptance and inclusion of people with ID in society leads to productive contributions by people with ID; they emphasized that engaging people with ID in developing and implementing solutions is critical to success. Several participants emphasized that the launch of the new UN Sustainable Development Goals in September provides an opportunity to encourage governments to take concrete steps towards full inclusion. Others committed to ensuring that inclusive development approaches are considered and adopted by international government associations such as the G20/B20, the African Union, the Caribbean Community (CARICOM), and development banks such as the Inter-American Development Bank, and implemented globally by non-governmental organization associations such as Special Olympics and the International Federation of the Red Cross and Red Crescent Societies. The Roundtable provided a blueprint for future partnerships between Special Olympics and key stakeholders to create more accepting and inclusive communities for athletes and their families around the world.



WORLD GAMES ACTIVATION

GOLISANO PRESS CONFERENCE



GOLISANO FOUNDATION

GOLISANO FOUNDATION ANNOUNCES A GAME CHANGING **\$25 MILLION** TO EXPAND SPECIAL OLYMPICS HEALTH

On July 25th, Ann Costello, Director of the Golisano Foundation, announced the largest single gift to Special Olympics: **\$25 million, to support the scale and growth of the Special Olympics Health program.**

This gift comes after the previously largest single gift, \$12 million that launched the Healthy Communities initiative in 2012. In order to get the most awareness as possible around this historic announcement, we held a press conference following our internal stakeholder's meeting, inviting all per-registered media attending the Games and conducted a heavy push around traditional and social media. Nearly 200 media outlets reviewed the release garnering a total of over 21 million potential readers. Many of the local Rochester and Los Angeles media covered the announcement including Rochester's Democrat and Chronicle, Syracuse.com and the local Los Angeles ABC affiliate. We also secured national media coverage including pick-up from two wire services including the Associated Press and Reuters, and NPR, Bloomberg Radio and Chronicle of Philanthropy. The Associated Press piece generated pick-up in 22 other publications, reaching a total audience of over 20 million readers. While periscoping the announcement, we had about 100 people watching at peak, around 65 people at the time of the announcement. We shared the announcement on our flagship Special Olympics Facebook page and had about 876 shares and reached about 205,000 people.



WORLD GAMES ACTIVATION

SPECIAL OLYMPICS HEALTH



For the first time at a World Games, sports physicals were offered before the Games began for athletes who needed further assessment or had circumstances in which they were not able to receive a sports physical exam in their home country.

More than 500 athletes were provided on-site sports physicals in advance of the Games, ensuring their safe participation. Through partnerships, athletes received, free of charge, prescription eyewear, hearing aids, free dental care, footwear, toothpaste and toothbrushes, sunscreen and other products. Healthy Athletes changes the lives of athletes around the world, disclosing neglect and providing services for untreated health issues for a population too often excluded from health systems.

BY THE NUMBERS

4800
recipients of shoes

829
recipients of prescription eyeglasses

192
recipients of hearing aids

765
recipients of dental care, including **1171 procedures** (e.g. root canals, cleanings, scalings, extractions, partial dentures, and others).



WORLD GAMES ACTIVATION

SPECIAL OLYMPICS HEALTH



STORY HIGHLIGHTS



Of the 10 athletes on the Special Olympics Nigerian basketball team, eight have a hearing disability and several are profoundly deaf. But this all changed, when they went to Healthy Hearing, where they were fitted for hearing aids, through a partnership with Starkey Foundation. Six of these athletes heard sound for the first time in their lives.

St. Vincent and the Grenadines Bocce player, Cuthbert Michael, came to Fit Feet after winning a silver medal in Bocce with his team. Fit Feet Regional Clinical Advisor, Dr. Alan McCague, identified neuropathic ulcers on both feet. There is a good chance Cuthbert could have developed sepsis if the ulcers were not identified and treated, which can be fatal. After identification of the ulcers, Cuthbert was taken to the Poly Clinic and then to USC Keck Hospital.

He stayed for two nights and was put on antibiotics until his feet were stabilized. After Cuthbert was released from the hospital, he went to the Convention Center and was able to participate in Bocce with his teammates. Cuthbert is a pig farmer back home and an incredible bocce player. Through the network of Special Olympics Healthy Athletes, Cuthbert, upon returning home, will be connected to local health care providers to provide further needed treatment on his feet and ulcers.

Thirteen-year-old Special Olympics athlete Abdul Shams Ul Haq of India hears his voice for the first time during a Healthy Hearing clinic at the 2015 Special Olympics Summer Games. Former NFL Football Player, Terrell Owens, witnesses the miracle of Abdul hearing.

PRELIMINARY GLOBAL DATA FROM THE HEALTH ASSESSMENTS INCLUDE:

Indicator	%
Obvious untreated tooth decay (visible with naked eye)	45%
Need urgent dental care	15%
Report oral pain	17%
Have eye disease (e.g. glaucoma)	14%
Have not had eye exam in past three years	11%
Need new eyeglass prescription	27%
Report pain in ear	8%
Failed hearing test	17%
Obesity – adults	18%
Overweight - adults	27%
Underweight – adults	6%
Obesity – youth	8%
Overweight - youth	10%
Underweight – youth	13%
Hypertensive adults	16%
Hypertensive youth	31%
Referred for physical therapy	53%
Gait abnormalities	22%
Osteopenic/Osteoporotic	

WORLD GAMES ACTIVATION

SPECIAL OLYMPICS YOUNG ATHLETES



To help further educate the Special Olympics Movement about the power and impact of Young Athletes, Special Olympics offered multiple opportunities during the 2015 World Games to highlight the Young Athletes program and share the talents and skills of our youngest athletes between the ages of 2 and 7.

#MyFirstMoment

With support from Toys“R”Us, #MyFirstSportsMoment gave some of Special Olympics’ youngest athletes the opportunity to experience the excitement and thrill of sport and participate in a demonstration of their skills in a specific sport.

During the course of the World Games, #MyFirstSportsMoment events took place in ten sports – Aquatics, Basketball, Bocce, Bowling, Football, Golf, Gymnastics, Roller Skating, Softball and Tennis. At each 15-minute “pop-up” event, between two and nine Young Athletes from Special Olympics Southern California demonstrated a singular skill that was exemplary of the sport (i.e. kicking a goal for football, or making a basket for basketball). Following the skill demonstration, honored guests – including Sargent Shriver International Global Messengers and sports stars, like Sam Perkins and Hidetoshi Nakata – awarded participants a ribbon to celebrate their skills and achievement.

In total, 43 Young Athletes participated in #MyFirstSportsMoment events, with the support of 80 volunteers from Toys“R”Us and Special Olympics Southern California. #MyFirstSportsMoment events were a highlight for all that attended, including sponsor Toys“R”Us, and brought a unique joy and excitement to the World Games.



Young Athletes Demonstration

On 29 July 2015, 33 Special Olympics Southern California Young Athletes took to the Pauley Pavilion courts to participate in a short demonstration of the Young Athletes program. With support from 30 Mattel volunteers, the young participants made their way through three different rotations, which included fun skill-based stations like walking across “stones” for balance, jumping on a trampoline or making a basket. The Young Athletes also participated in the Future Stars Race, a 25-meter dash that highlighted the future potential of the young participants to succeed as Special Olympics athletes.

WORLD GAMES ACTIVATION

UNIFIED SPORTS EXPERIENCE



At the 2015 World Games, two types of Unified Sports programs were held: Unified Sports competitions and Unified Sports Experiences. Over the course of the World Games, we had over 1,300 people participate in 16 Unified Sports Experiences.

These participants included Special Olympics athletes, professional athletes/former Olympians, corporate sponsors, celebrities, honored guests, coaches, volunteers, and fans. The 2015 World Games had more sports (25) and medals (12,000) than any previous World Games. Additionally, **20% of events were Unified, which is the largest percentage of Unified in World Games history**, with the offering of the first-ever Unified Triathlon and a Unified Half Marathon allowing the general public to participate.

The 16 Unified Sports are:

- Badminton
- Basketball
- Beach Volleyball
- Bocce
- Bowling
- Football
- Golf
- Half Marathon
- Kayaking
- Roller Skating
- Sailing
- Softball
- Table Tennis
- Tennis
- Triathlon
- Volleyball



WORLD GAMES ACTIVATION

INAUGURAL SPECIAL OLYMPICS DANCE CHALLENGE



At the 2015 Games, a new Celebration was introduced to the Special Olympics Legacy, in the form of Dance. On Friday, July 31st, at the Wallis Annenberg Center for the Performing Arts, Emmy-award winning producer Nigel Lythgoe and his creative team joined forces with Special Olympics to present the Inaugural “Special Olympics Dance Challenge”.

During the evening, a total of 79 Special Olympics athletes with intellectual disabilities and partners without intellectual disabilities from 18 countries showcased the moves they’ve been working on for weeks in the three dance categories: Freestyle Solo; Unified Ballroom Dancing and Unified Crew.

Athletes were judged by famous judges from So You Think You Can Dance celebrity cast Paula Abdul, Jason Derulo and Nigel Lythgoe, joined Olympic Gold Medalist and Dancing champion Apolo Ohno. The judging criteria included musicality, choreography (level of difficulty), athleticism and presentation. Over 500 guests including Special Olympics athletes and families, Olympic Gold Medalists Nadia Comaneci, Bart Conner and Greg Louganis, singer and Dance Champion Nicole

Scherzinger, Maria Shriver and others celebrated the dancing and artistic abilities of Special Olympics athletes, and shared Special Olympics message of unity and inclusion through dance with millions of viewers around the world.

The Challenge was also announced on the 2015 new season of “So You Think You Can Dance”, which is a record 7 Primetime Emmy Nominations. Nigel Lythgoe himself is producing the event, and remarked “The Special Olympics is all about forming a new global vision of acceptance, which also happens to be one of the qualities I love about Dance as an artform and what it can communicate. This seems like a perfect marriage of concepts and we are delighted to include such a wonderful organization as the Special Olympics in our ongoing quest to bring Dance to more parts of the world.”



WORLD GAMES ACTIVATION

ATHLETE LEADERSHIP HIGHLIGHTS



Our athletes shined in many different leadership roles during Games including Dustin Plunkett, who became embedded with ESPN six months before the Games, serving as the very first ESPN correspondent with an intellectual disability.

Our 12 Sargent Shriver International Global Messengers had many roles throughout Games including speaking during Opening and Closing ceremonies, handing out medals and speaking during regional meetings. Additionally, Special Olympics and the U.S. Fund for UNICEF announced the appointment of 16-year-old Special Olympics athlete Lucy Meyer as the spokesperson for a special partnership between Special Olympics and the U.S. Fund for UNICEF to help generate visibility and raise resources for programs that benefit children with disabilities around the world. Special Olympics and the U.S. Fund for UNICEF, promoted the announcement via the media and secured a piece with People magazine.



WORLD GAMES ACTIVATION CLOSING CEREMONY



After nine days of courage, competition and personal best moments, the 2015 Special Olympics World Summer Games Closing Ceremony ended at the Los Angeles Coliseum.

The Games featured personal stories of heroism, excellence in sports and determination including: Special Olympics Norway athlete Thea Skoglund who posted her personal best in kayaking, while her family watched her win the gold; Special Olympics Bharat athlete Ranveer Singh Saini and his unified teammate Monica Jajoo, who won their country's first gold medal for Alternate Shot Golf; Special Olympics Kenya athlete Onesmus Mutinda posted an impressive winning time in the half marathon of 1:18; Special Olympics Nigeria athlete Chidalu Onwunzi whose life was transformed when her entire team was able to hear for the first time when doctors outfitted them with hearing aids; Special Olympics USA athlete Olivia Quigley left cancer and chemotherapy on the sidelines to win the gold in the 1000 meter race; Special Olympics Costa Rica athlete Mariluz Araya won not one, but four gold medals in powerlifting while Special Olympics Korea athlete Yongjin Gwak also won a gold medal in powerlifting and Special Olympics USA athlete and Special Olympics International employee Terrel Limerick took home the bronze in sailing. The World Games forged many friendships across borders, genders, religions and ethnicities, as evidenced by Special Olympics Israel athlete Alon Dolev and Special Olympics Iranian trainer Yaser Tahmasbi, who met on the flight to Los Angeles and are returning home as friends. The Closing Ceremony included musical performances by multi-platinum GRAMMY® nominated singer and songwriter Carly Rae Jepsen, American rock band OAR, songwriter Andra Day and Austrian YouTube sensation Louisa Wendorff.



BROADCAST OVERVIEW

Special Olympics World Games
Los Angeles 2015



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BROADCAST OVERVIEW

SNAPSHOT OF TOP BROADCAST MEDIA COVERAGE AT GAMES



TV COVERAGE

July 25 - Aug 9

38 hours

ESPN

ESPN 2



**ESPN
DEPORTES**

WATCHED BY

20+ Million

People in the US

REACHED

170+

Countries

Through ESPN networks
and syndication

REACHED

720 Million

Households

Through ESPN networks
and syndication

LIVE COVERAGE OF OC & THE NIGHTLY SHOWS

127

Countries

in Latin America,
Oceania, the Caribbean,
Europe, North Africa
and the Middle East

Coverage included

- Opening Ceremony
- Nightly Studio Shows
- Countdown to LA 2015
with Robin Roberts
- 30 for 30

Brave in the Attempt





DIGITAL MEDIA OVERVIEW

Special Olympics World Games
Los Angeles 2015

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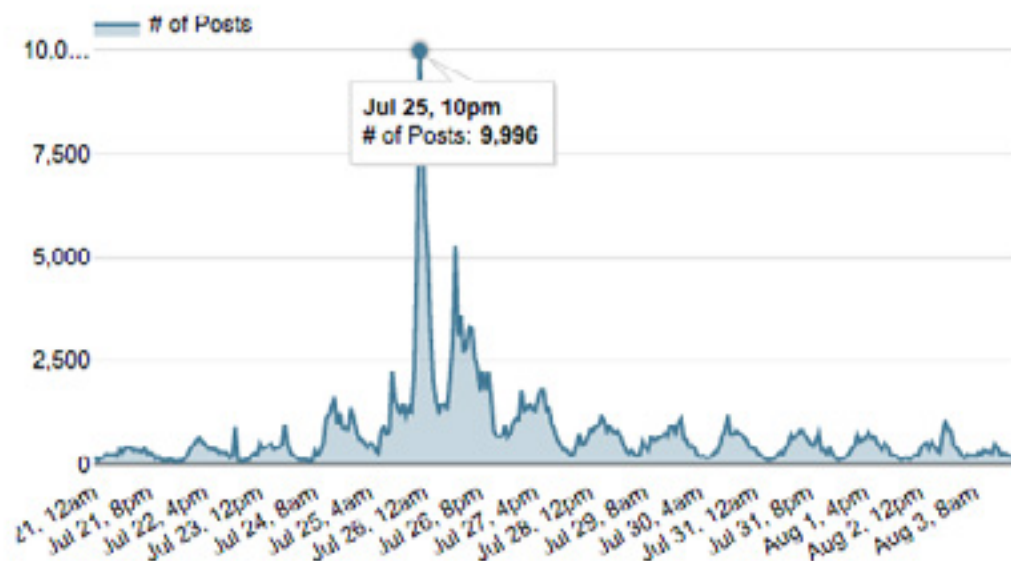
PARTNERSHIP
ENGAGEMENT

DIGITAL MEDIA OVERVIEW

SNAPSHOT OF SOCIAL MEDIA STATS AT GAMES



JULY 25 OPENING CEREMONY



In the 10pm EST hour of July 25 for Opening Ceremony we reached a peak volume of **10,000 posts, by far our highest volume on social media in any capacity.** For comparison, our next highest peak in 2015 was during our 100 Days Till LA push on April 16 which peaked at 1,000 posts.

Analysis: Having a broadcast partner airing the Opening Ceremony on live TV increased our engagement levels by 10x.

A GLOBAL EVENT



A Global Event – We saw posts from 91 countries around the world. Note the darker the green, the higher the concentration of posts.

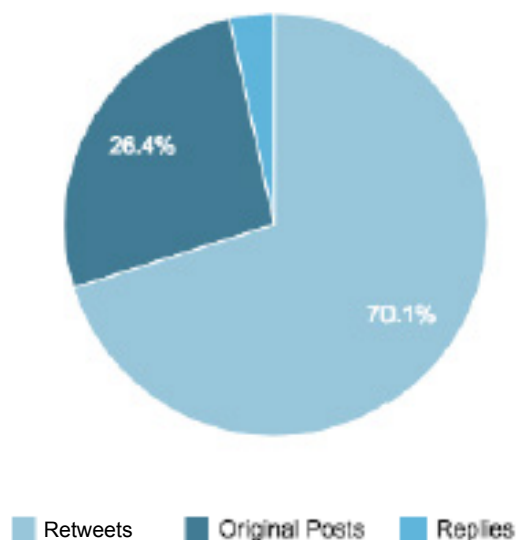
Analysis: 56% of posts were from the United States. The next 10 highest participating countries were: Brazil, Canada, Ireland, Great Britain, India, Indonesia, Mexico, Argentina, Peru, Venezuela. Many non-participating countries (white on the map) in Africa and the Middle East have limited or restricted internet access.

DIGITAL MEDIA OVERVIEW

SNAPSHOT OF SOCIAL MEDIA STATS AT GAMES



SHARES OF POSTS



Shares of Posts – 70% of content was shared through retweets while 26.4% was original content posted. Of the 56% of content shared from inside the United States, 43% was from California.

Analysis: Majority of the Games original content was shared from on the ground in LA which shows people were highly active on-site, but also that we had a large audience following the Games to help spread the word to their networks.

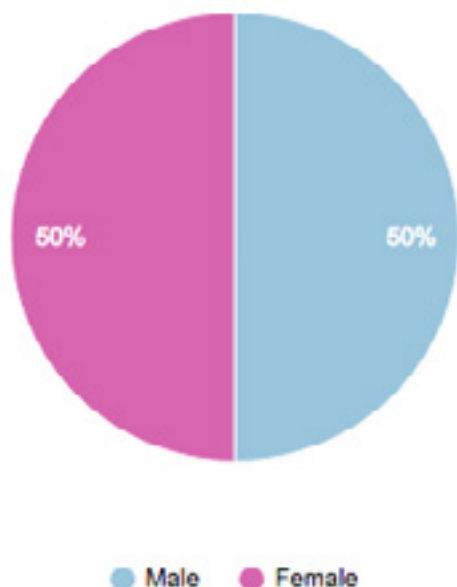


DIGITAL MEDIA OVERVIEW

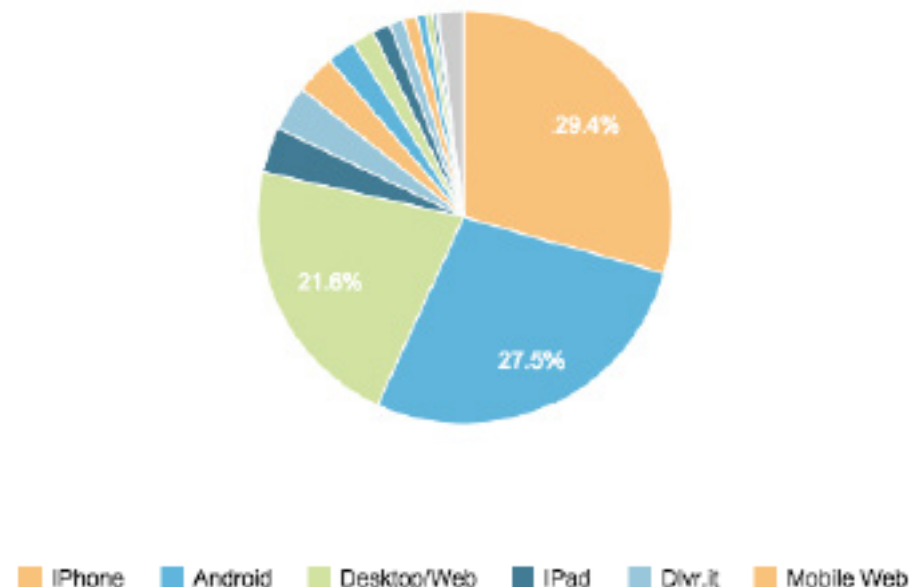
SNAPSHOT OF SOCIAL MEDIA STATS AT GAMES



GENDER DEMOGRAPHICS



SOURCES OF CONTENT



Gender neutral – Our social audience typically scales 65% female, but in the 90 day period of May 15-Aug 12 we saw a 50-50 gender split in our audience demographics.

Analysis: ESPN as a broadcast partner drove a much larger male audience than normal to engage with our content.

Sources of Content – Mobile phones dominated as the go-to platform to share content with 57% of our audience (29% iPhone/28% Android).

Analysis: Crucial to continue to engage audience on the device in their hands and support sharing with robust Wi-Fi infrastructure and unilateral permission to share content in real time at Games.



DIGITAL MEDIA OVERVIEW

SNAPSHOT OF CELEBRITY & BRAND INFLUENCERS* AT GAMES

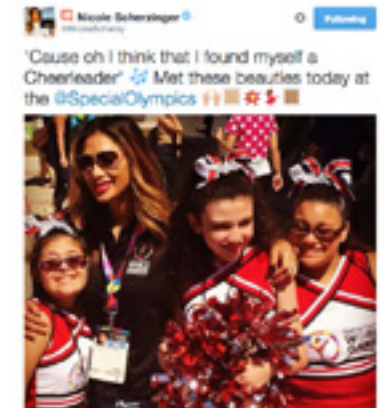
NOTABLE CELEBRITIES INFLUENCERS*:

Johnny Bananas
Big Show
Jamaal Charles
Deepak Chopra
Chelsea Clinton
Meryl Davis
Oscar De La Hoya
Brooklyn Decker
First Lady Michelle Obama
Ghannelius
E L James
JUANES
Kaka
Kofi Kingston
Avril Lavigne
Damian Lillard
Eva Longoria
George Lopez
Mario Lopez
Maroon 5
Maria Menounos
Stephanie McMahon
Ricardo Montaner
Gavin Newsom
Terrell Owens
Joc Pederson
Michael Phelps
Amy Purdy
R5
Robin Roberts
Nicole Scherzinger
Maria Shriver
Alli Simpson
Cody Simpson
Kevin Smith
Hannah Teter
Natalia Vodianova
Marcellus Wiley
WWE Cameron

NOTABLE BRANDS INFLUENCERS*:

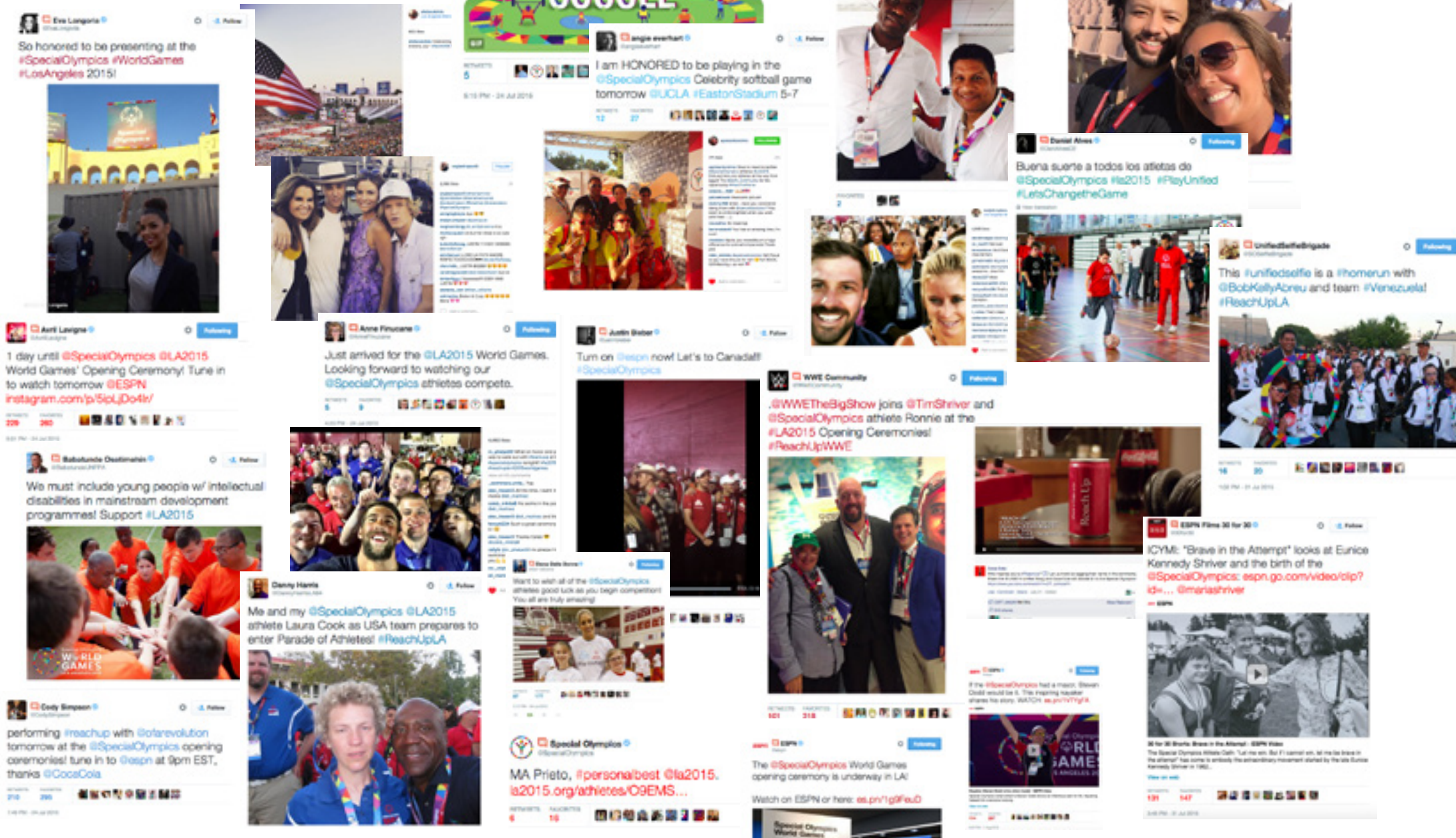
AIPS
Bank of America
CAA Foundation
Coca-Cola
Colombia
ESPN
Finish Line
Good Morning America
Los Angeles Dodgers
LA Kings
Microsoft
NBA Cares
Philadelphia Eagles
Philadelphia 76ers
RADIO DISNEY (RED)
SportsCenter
St. Louis Cardinals
The Avril Foundation
The Coca-Cola Co.
TOMS
Toyota USA
ToysRUs
UNICEF USA
Windows
WWE

**Influencers: Either celebrity with large following or expert who successfully sways their audience.*





<https://youtu.be/AvkBxxKeHAc>



REGIONAL AWARENESS OVERVIEW

Special Olympics World Games
Los Angeles 2015



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REGIONAL AWARENESS OVERVIEW

SPECIAL OLYMPICS AFRICA



Twenty One (21) programs from Africa participated in the 2015 World Games. All Programs obtained national, local and/or regional and international media coverage.

HIGHLIGHTS

- Athletes were featured in ESPN related media
- Special Olympics Africa Programs using Facebook were very active on social media leading up to and during the Games including support around the 100 days out campaign. The Facebook Africa page had a significant rise in reach during the Games.
- Unprecedented media coverage in the region with all Programs receiving national coverage.
- Partner activation including Coca-Cola in Nigeria, Herbalife in Ghana and TOMS in South Africa.
- There was a significant increase in media registrations from the Africa region for these Games and a resulting increase in coverage of the Games in the region.



REGIONAL AWARENESS OVERVIEW

SPECIAL OLYMPICS AFRICA



A number of high profile guests attended the Games from the Africa region, partly due to the preGames media coverage secured throughout the region. The media coverage helped build continued momentum around the Games and established some new relationships in the region. Notable highlights include::

RWANDA

The President of Rwanda attended the Games.

SOUTH AFRICA

The Deputy Minister of Sport attended and the government supported the team.

MAURITIUS

The Commissioner of Social Security attended the Games. Minister of Social Security hosted athletes on their return and committed to bringing out a new bill on disability.

NAMIBIA

The Deputy Minister of Sport attended the Games.

KENYA

Former Olympic athlete Mr Douglas Wahiikuri attended the Games on behalf of the First Family of Kenya.

NIGERIA

Although the government did not send a representative to the Games, the President publicly acknowledged the team and their accomplishments on their return. This was the first time the government has acknowledged the Special Olympics Program.

GHANA

The Deputy Minister of Social Protection attended the Games.

BURKINA FASO

The Minister of Sport and The Minister of Social Action attended the Games. The Minister of Sport met with the team on their return to congratulate them on their performance and also declared that the Ministry has decided to recognize the Program and to allocate a budget to them.

COTE D'IVOIRE

The Minister of Sport attended the Games.

SENEGAL

A Special Envoy of the Head of State, represented Macky Sall at a high level meeting chair by Tim Shriver. She reaffirmed the commitment of President Macky Sall to actively support any initiative on the African continent for the human rights of people with intellectual disabilities. Additionally, The Minister of Sport attended the Games.

Two links for coverage:

ESPN - 7/30/2015

[Special Olympics equestrian is all about chemistry](#)

ESPN - 7/31/2015

[Host country opens arms for Malawian tennis player](#)



REGIONAL AWARENESS OVERVIEW

SPECIAL OLYMPICS ASIA PACIFIC



Special Olympics Asia Pacific sent 1178 delegates from 26 countries to participate in the Games; additionally youth leaders from eight countries (India, Indonesia, Pakistan, Philippines, Australia, Malaysia, Japan and Nepal) attended the GenU Summit.

Across the board, there was healthy coverage of World Games social media activity for at least half of the Programs. Some programs also leveraged sponsor and celebrity activations to great effect, creating awareness of Special Olympics in their country.

KEY NATIONAL MEDIA

NEW ZEALAND: Highest number of media stories for Program to date (67 print stories, (11 national, remainder regional), 36 online stories and 11 broadcast articles. Nine of these broadcast articles appeared on national news providers TVNZ and TV3.

INDONESIA: Post Games awareness coverage on national newspaper Kompas, national level TV stations CNN Indonesia, I News TV and Net TV.

PAKISTAN: Over 10 media outlets reported on Pakistan's progress and achievements at the Games. Express News and Pakistan Television (PTV) provided constant coverage, featuring the delegation on live programs.

BHARAT: Over 67 print articles including national papers (Times of India, Hindustani Times, IBNLive, Tribune India, Tribune Express) and Sports Illustrated.

THAILAND: Key features on delegation in national papers including Bangkok Post, Nation. ASTV Manager, Prachachart Turakij, BrandAge, Marketeer, Khao Sod, Thairath TV, Siam Sport TV and Voice TV.

SERENDIB (SRI LANKA): Coverage in Sri Lankan Sports, Ceylon Today. Sports Today, Daily News, The Sunday Leader and Rivira.

NEPAL: Coverage in Himalayan Times.

PAPUA NEW GUINEA: Stories secured in PNG Today, Australia based ABC Online and Radio Australia.

Links for coverage:
Sports Illustrated India

<https://www.facebook.com/SpecialOlympics/posts/10154346295548782>



REGIONAL AWARENESS OVERVIEW

SPECIAL OLYMPICS ASIA PACIFIC



PARTNER ACTIVATIONS:

ESPN

ESPN coverage was leveraged for Australia, with ESPN kicking off 24 hours of World Games broadcast coverage in Australia with a 23-minute documentary titled - The Road To LA - featuring stories of seven Special Olympics Australia athletes, shown directly before the Opening Ceremony.

HERBALIFE

New Zealand: Herbalife selected Special Olympics athlete Monique Irvine (aquatics) as their sponsored athlete from the NZ team.

Indonesia: Full sponsorship for delegates' nutrition products, also assisted delegation with media coverage.

Malaysia: Supported with nutrition for delegations, also held 'welcome home' event for delegates.

Thailand: Supported athletes with funds for the Games; assisted with key coverage in the Bangkok Post.

WWE

WWE stars met Special Olympics athletes during stops in their Asia Pacific tour. Special Olympics Australia, Singapore and Nippon participated in the tour.

AIPS

Two Programs leveraged the Special Olympics global impact partnership with AIPS. Two AIPS journalists attended and covered the Games: Amjad Malik from Express covered Special Olympics Pakistan's progress. Mahesh Acharya from Himalayan Times covered the GenU Summit, and Special Olympics Nepal's progress at the Games.

ADDITIONAL PARTNERS:

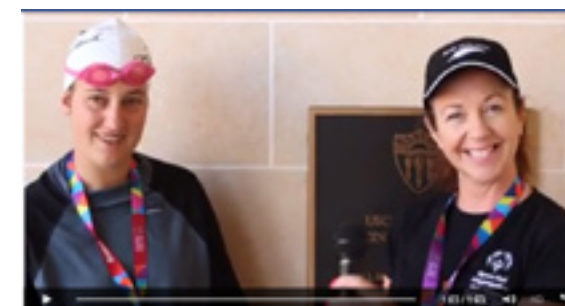
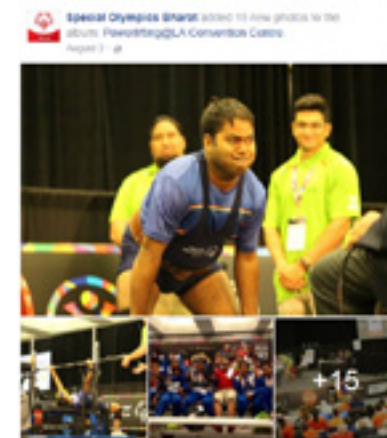
Pakistan garnered numerous sponsors, including Sapphires, Collectibles, Crocs, Sensation, Eden Robe, Khaddi for giving away gifts and products for its athletes

CELEBRITY ACTIVATION

Programs that leveraged local celebrities to support their delegations include Special Olympics Pakistan, who had local TV Star Sarwat Gillani. Gillani was Special Olympics Pakistan's Brand Ambassador and promoted Special Olympics Pakistan on various platforms and avenues. Two other celebrities that promoted Special Olympics were model and TV actor and Adnan Siddiqui and actor, director Javed Sheikh. This move briefly kept Special Olympics Pakistan's social media momentum up during the World Games.

SOCIAL MEDIA

Fourteen out of 26 Accredited Programs activated social media to publicize the Games. Facebook was the most preferred channel, while Twitter and Instagram were only used by a few programs.



REGIONAL AWARENESS OVERVIEW

SPECIAL OLYMPICS EAST ASIA

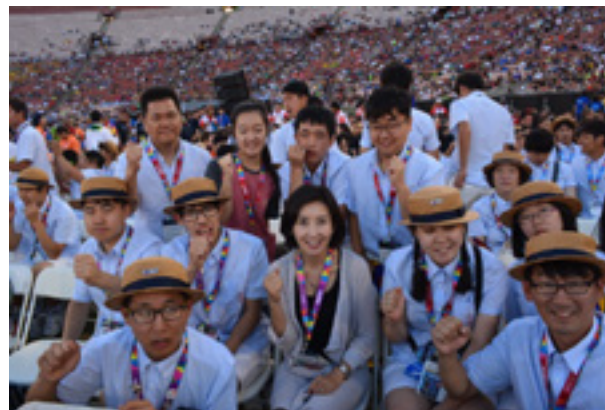


All 6 Programs from the East Asia Region have sent media to cover the 2015 World Games. Together with Programs, the communications team provided stories and access to 80 journalists at the Games. CCTV of China and TVB of Hong Kong both took the live feed of Opening Ceremony and the daily content that was produced.

HIGHLIGHTS

Six delegations from East Asia participated in the 2015 World Games. All SOEA delegations obtained national, local and/or international media coverage.

South Korea's leading media outlet "Chosun" was able to follow the Korea's delegation and released an article daily throughout the Games. Chosun's media coverage centered around getting more people in South Korea familiar with Special Olympics through storytelling. Additionally, one of the main broadcasters, KBS (Korean Broadcasting System), covered Special Olympics through daily news coverage during the primetime news period. There were over 323 articles published during the event period, with unprecedented social media activity by Special Olympics East Asia SAC member @Pan Shiyi and Special Olympics China Ambassador @Liu Tao. Special Olympics social network platforms have generated 1,519,213 total views and 168,678 total likes, successfully reaching nearly 38 million followers.



REGIONAL AWARENESS OVERVIEW

SPECIAL OLYMPICS EAST ASIA



Over 20 media interviews were arranged during the Games with Special Olympics leadership and celebrity endorsers and ambassadors including Mr. Pan Shiyi, Mr. Nakata Hidetoshi, Ms. Liu Tao and Tim Shriver, as well as other executives from the China Disabled Persons' Federation. Over 1500 news clips were generated, with extensive geographical coverage throughout the region.

Media appreciated the opportunity to witness the World Games in Los Angeles, and experience various activities and programs including the Opening Ceremony, Unified Sports experiences, and various competitions. They felt particularly impressed by the commitment and endeavors of Special Olympics International to help people with intellectual disabilities to realize their dreams, to reinforce the concept of acceptance, equality and respect in all communities.

Links for coverage:

From Korea

http://news.chosun.com/site/data/html_dir/2015/07/27/2015072700116.html

From China

<http://news.cntv.cn/2015/07/27/VIDE1437968283804277.shtml>

<http://www.cctv-america.com/2015/07/23/this-week-on-full-frame-special-olympics>



REGIONAL AWARENESS OVERVIEW

SPECIAL OLYMPICS EUROPE EURASIA



57 national Programs sent delegations to the Games. Special Olympics Europe Eurasia reached unprecedented levels of awareness for a World Games.

PRINT & ONLINE

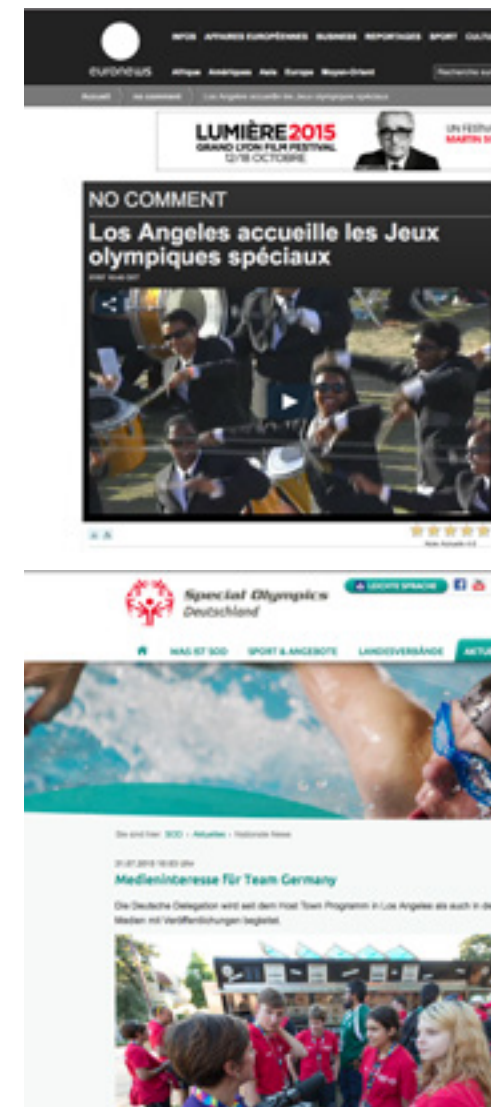
- 20 National Programs reported the strongest press coverage ever in both national and regional press.
- Ireland's most read national newspaper, The Irish Independent, sent a reporter to Los Angeles for the entire duration of the Games, publishing daily reports on the Games as well as a two-page spread on the Opening Ceremony and actor Colin Farrell's attendance. The paper also carried video stories on its website and mobile application.
- Finland reports 250 individual print articles published in various newspapers throughout the country.
- A major boost for Special Olympics France was the fact that Agence France-Presse (AFP) distributed images and footage from the Games, extending the reach of coverage. Newspaper, Le Parisien, with 8.9 million daily readers, carried two stories of the Games including a photo gallery of the Opening Ceremony here and a story of SO France gymnasts.

BROADCAST

- TV coverage was particularly strong. In Great Britain, two national broadcasters, BBC and ITV sent crews to the Games and produced a number of national and regional stories.
- Athletes were featured in ESPN coverage including Special

Olympics Great Britain athlete Daniel Wolff, Special Olympics Ireland athlete Aoife Beston and mother of Special Olympics San Marino athlete Melissa.

- Most encouragingly a number of national TV stations produced 20 minute shows on the Games, showcasing the power of unified sports and messages of inclusion for all.
- Special Olympics Germany also achieved a huge milestone in media coverage for a World Games. They achieved more than 140 media reports online as well as print media with a total viewership of nearly 300 million.
- The Finnish National Broadcasting Company, YLE, showed a five minute insert from the Games daily during prime time. On August 2nd, 700,000 viewers watched YLE's broadcast representing 1/8 of Finland's population. YLE also broadcasted an hour-long recap show of the Games on August 1st as well and aired a six-part television series on the Games titled 'Sisujengi' which loosely translates as "Courage Gang".
- Ireland's national TV station, RTE, produced a special edition of the station's leading shows, nationwide, dedicated to the Games. Furthermore RTE's Morning Ireland radio show produced a Games package including an interview with Tim Shriver.
- In Norway, TV 2 is broadcasting a series of eight documentaries following the athletes' journey to Games.
- Sweden's TV 4 aired an 11 minute documentary about Team Sweden. They also used a Unified partner and athlete as continuity presenters and posted their debut on the TV4 facebook page.
- Denmark's TV2 aired a documentary on Team Denmark's experience at the Games.



REGIONAL AWARENESS OVERVIEW

SPECIAL OLYMPICS EUROPE EURASIA



WELCOME HOME SCENES

- Large 'Welcome Home Team' receptions took place in countries across Europe Eurasia including Russia and Luxembourg.
- Heads of States in Germany, Malta, Israel, and Hungary met with their World Games delegation either before or after the Games.

CELEBRITIES

- The attendance of celebrities at Games helped national Programs secure better and in some instances, more media coverage.
- Hollywood actor Colin Farrell, Irish soccer star and LA Galaxy captain Robbie Keane and his wife and Swiss ski jumper and double Olympic champion Simon Anmann all attended the Games.
- The most significant coverage was a two-page spread in Hello Magazine on the visit of Russian model and philanthropist Natalia Vodianova and her family. The article was published in the UK, Ireland, Spain and Russia with a readership of over 10 million
- In Austria, press carried widely the image of Arnold Schwarzenegger with Special Olympics athletes.
- In Romania, the Huffington Post carried a blog by Nadia Comaneci.

PARTNERSHIPS

- SOEE secured a gift of US\$2.4 million in free air time in the month of July by Discovery Networks to air a Special Olympics World Games promotional advert 'All Champions are Special', in 145 countries and territories across its channel portfolio

including Discovery Channel, TLC, Animal Planet, Investigation Discovery (ID), Discovery Science and Eurosport.

- In Italy, a partnership with the textile company, Reda Rewoolution, led to an attractive 'Road to LA' awareness campaign where the textile company created content and video stories of six Special Olympics athletes on the platform: <http://www.roadtolosangeles.it/progetto/>
- Ad agency partners worked with Special Olympics Romania on an online awareness campaign about the participation of Romanian athletes in the Games. Nadia Comaneci helped kick off the campaign urging other celebrity athletes to participate.
- In Israel, Special Olympics launched a campaign where a branded blimp flew over Tel Aviv beaches.

SOCIAL MEDIA

Many celebrities engaged during Games, posting on their Twitter or Facebook accounts including FC Barcelona player Dani Alves, model and philanthropist Natalia Vodianova, Arsenal Football legend Thierry Henry, Belgium Red Devil Kevin DeBruyne and international golfer Pádraig Harrington.

The Netherlands captured 1,000 new followers on Facebook during the week of the Games.

SO Germany increased fans by 22% (with around 500 new fans) and 130 new followers on Twitter.

In Israel, social media helped change attitudes when the question was posed on one social media platform **"Why are the media not covering Special Olympics Team Israel?"** The post received 13,000 shares and was seen by over one million. It led to the best coverage ever for an Israeli Special Olympics delegation and an invite for a reception with Prime Minister Benjamin Netanyahu, at Parliament Buildings.



REGIONAL AWARENESS OVERVIEW

SPECIAL OLYMPICS LATIN AMERICA



All 20 delegations from Special Olympics Latin America participated in the 2015 World Summer Games in Los Angeles. The Programs' and Region's efforts in marketing and communications both online and offline led to incredible results in promotion, coverage, broadcast and social media.

HIGHLIGHTS

- 100% of Special Olympics Latin America delegations obtained national, local and/or international media coverage across all communication channels including print, radio, TV and online media.
- Media coverage previous to the Games included news about the delegations preparations, interviews with athletes and Programs' representatives in TV, Radio and Print and several profile stories about the athletes participating at Games. Various National Programs organized media tours with athletes 10 days before the Games across all nations to ensure coverage.
- More than 50 journalists from 16 countries of Latin America, including a journalist from Cuba, attended the LA2015 World Summer Games and covered the delegations' participation, including reporters, photographers, videographers and TV anchors. This led to unprecedented media coverage in the 20 countries about the athletes' performance during the Games and the results of each Program in the different sports competitions.



REGIONAL AWARENESS OVERVIEW

SPECIAL OLYMPICS LATIN AMERICA



- A media highlight includes a news story developed and produced by CNN in Spanish for their morning show with Jaqueline Hurtado that included interviews with 2 SOLA athletes, 2 coaches, family members and SOLA representatives.

- After the games, a significant amount of media coverage resulted of the teams “welcome home” receptions with Presidents and Government authorities. Various National Programs organized media tours with the athletes in TV, Radio and Print to talk about the results of the Games and their experience. The National Programs received a lot of media attention and requests after their return and athletes were invited to several TV and Radio shows to talk about the Games.

- For the period of a week prior to the Games till a week after the end of the Games, more than 750 news stories ran in the region in broadcast, print, radio and online media.

- Special Olympics Latin America and the National Programs created various World Games promotional campaigns, including the development of a regional TV promotional spot that ran all across Latin America in 6 Regional Cable TV Channels and various local TV channels.

- Special Olympics Latin America worked closely with Special Olympics International and ESPN to create content for ESPN Coverage that included two athlete profile stories from Mexico and Brazil. ESPN transmitted the Opening and Closing Ceremony

in 18 of the 20 countries of our region. This was a first for a lot of our National Programs. In addition, ESPN Latin America pushed out daily recaps in Spanish on TV and online.

- Special Olympics Latin America implemented a social media campaign to promote and cover the Games that aimed to engage and inform about the athletes accomplishments and life stories. The social media strategies resulted in a 15.3% increase in Facebook fans and a 15.6% increase in Twitter followers. The SOLA Facebook page had a reach of more than 300,000 and various interactions during the Games. In addition, Special Olympics Latin America Twitter had a total of 66,000 impressions during the Games.



REGIONAL AWARENESS OVERVIEW

SPECIAL OLYMPICS MIDDLE EAST/ NORTH AFRICA



15 delegations participated in 2015 Special Olympics World games despite the current tough situation and the ongoing upheavals the whole Middle East and North Africa region is passing through.

HIGHLIGHTS

- All 15 participating programs obtained national and local media coverage.
- SO MENA Programs heavily supported the various World Games promotional campaigns including the “100 Days Out,” Circle of Inclusion and Avril Lavigne “Fly” campaigns, particularly through social media.
- Team Bahrain, Morocco and Saudi Arabia send reporters from their national newspapers & T.V to cover the games.
- MENA programs launched a campaign for its athletes under the slogan “Know & Encourage the champions”; The idea of the campaign is to support the athletes participating in the 2015 Special Olympics World Summer games by spreading posters with photos & names of the athletes in the big malls, stores, clubs and on different social media channels. Also celebrities in Emirates were very keen to join this awareness campaign.





REGIONAL AWARENESS OVERVIEW

SPECIAL OLYMPICS MIDDLE EAST/ NORTH AFRICA

- During the first days of the games, Sports & Youth Ministers in Egypt, KSA & Emirates sent a congratulatory letter to the Special Olympics athletes for their strong performance & great achievements.
- The Egyptian Counselor in Los Angeles “Al Hussein Abdel Wahab” hosted a banquet for Egypt’s team recognizing their efforts & fabulous achievements in 2015 Special Olympics World games.



REGIONAL AWARENESS OVERVIEW

SPECIAL OLYMPICS NORTH AMERICA



18 delegations attended the Games. All delegations obtained either national, local or international media coverage around Games. Pre-Games, all 52 U.S. Programs supported the first-ever Special Olympics Unified Relay Across America Presented by Bank of America.

HIGHLIGHTS

PRINT & ONLINE

- A reporter from USA Today attended the Games and profiled some of the athletes in many in-depth-stories including Special Olympics athlete Olivia Quigley and the Special Olympics USA unified soccer team from Florida.
- For the first time ever, Team Jamaica sent reporters from its national daily paper (Jamaica Observer) to a World Summer Games. Jamaica's athletes were featured every day of the Games, often on the front page of the paper.

BROADCAST

- Much of the content for ESPN and partner activation came from athletes within the region including the US, Canada, Cayman Islands, Jamaica, Haiti and the Bahamas



REGIONAL AWARENESS OVERVIEW

SPECIAL OLYMPICS NORTH AMERICA



- Programs initiated an aggressive ESPN World Games tune-in campaign via social media to encourage more viewership
- U.S. athletes were featured in Robin Roberts "Countdown to the Special Olympics World Games" one-hour special on ABC and ESPN
- Unprecedented Caribbean media coverage thanks to first-time media participants Digicel-SportsMax and Loop media.
 - Coverage in Canada reached new levels thanks to ongoing support of TSN (syndicate of ESPN) and RDS (French sister sports network of TSN, owned by CTV). Both simulcast ESPN's coverage of the Opening Ceremony coverage, and Special Olympics Canada and TSN invested in creating daily Canadian content extensions for all ESPN provided programming, which RDS aired as well. All video content from the Games is also on TSN.ca, which has about 1.5M visitors per day. National coverage pre and post Games on CTV, CBC, Postmedia Publications, and others.

IMPACT

Belize: "The Ministry of Education, Youth and Sports, in partnership with Special Olympics Belize and the Special Envoy for Women and Children congratulates the Belize Female Bocce Team on winning silver medals in both Unified Bocce and Bocce Doubles at the World Special Olympics Games 2015 held in Los Angeles, California from July 25 to August 2. The Belize Team competed among 165 countries and 6,500 international athletes in an air of friendship and goodwill. Their participation under the Unified Sports Experience events helped to foster a relationship of respect, acceptance, camaraderie and victory as Silver Medalists."

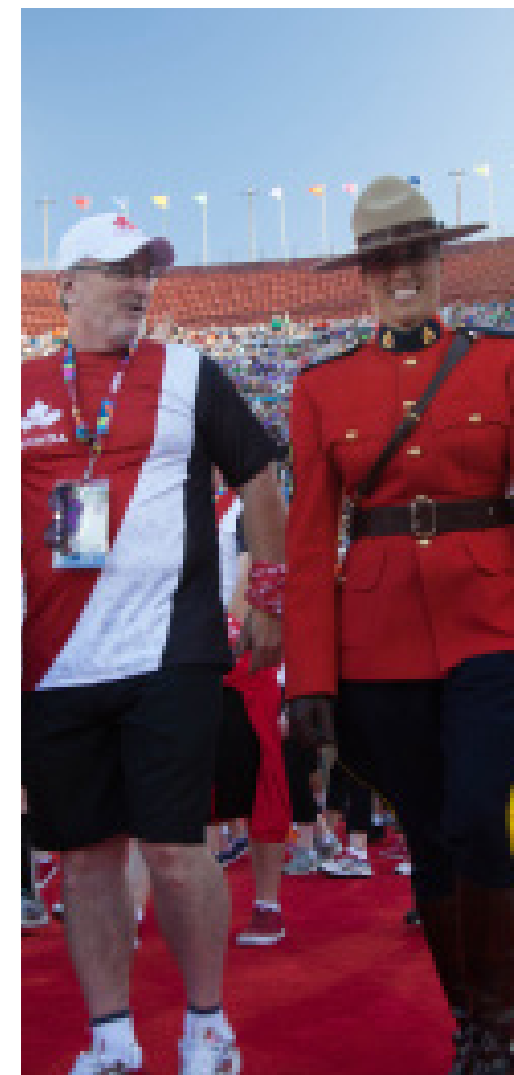
Guyana: Minister within the Ministry of Education with the responsibility for sport, Nicolette Henry was present at homecoming reception, hosted by Digicel, to congratulate the team on behalf of the Government of Guyana: "We are incredibly honoured at your desire and courage to make a difference in the world with your talents and on behalf of the Government of Guyana we extend congratulations to you the athletes for your accomplishments," Henry stated.

PARTNERSHIPS

- Programs participated in World Games sponsor activations with a number of partners including: Toyota, Microsoft, WWE, Bank of America, ESPN-ABC, Coca-Cola, Mattel, Toys "R" Us, Boulder Shares, Kaiser Permanente, Knights of Columbus, Finish Line, Digicel & Digicel Foundations, Tim Horton's, and other nation-specific partners.

SOCIAL MEDIA

Unprecedented social media activity was seen by Caribbean delegations. Special Olympics USA implemented robust digital, traditional and social media strategies to capitalize on host nation status and elevated interest. Special Olympics USA saw a 112% increase in Twitter followers and a 42% increase in Facebook fans as of August 18, 2015, from when efforts began July 1, 2014. Special Olympics USA launched its first-ever team app for fans and families at these Games.





PARTNERSHIP ENGAGEMENT

Special Olympics World Summer
Games Los Angeles 2015

EXECUTIVE
OVERVIEW

WORLD GAMES
ACTIVATION

BROADCAST
OVERVIEW

DIGITAL MEDIA
OVERVIEW

REGIONAL
OVERVIEW

PARTNERSHIP
ENGAGEMENT

PARTNERSHIP ENGAGEMENT



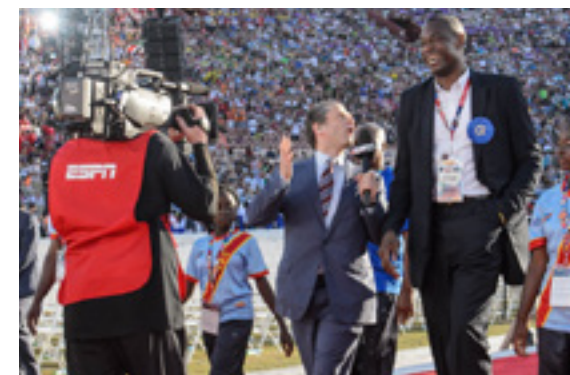
ESPN provided unprecedented Special Olympics coverage through ESPN networks and syndication as our Official Broadcast Partner for LA 2015, and along with ABC, the media partner of our Unified Relay Across America presented by Bank of America – which carried the Flame of Hope to Los Angeles.

They also helped encourage ongoing participation in Special Olympics Unified Sports with their festival activations and Unified Sports Experience support, and made our Founders Reception possible, alongside partner Coca-Cola.



KEY HIGHLIGHTS

- 38 hours of TV coverage (Incl. ESPN/ESPN2, ABC, ESPN Deportes – debut airings and re-airs, July 25 - Aug 9)
 - Countdown To The Special Olympics World Games with Robin Roberts' ESPN Films' 30 for 30 Short, "Brave in the Attempt"
- More than 20.16 million people in the US watched some part of ESPN's coverage
- ESPN coverage, through ESPN networks and syndication, reached more than 170 countries worldwide.
- Extensive online coverage from ESPN.com with multiple stories daily from on site at World Games
 - More than 1 million views of Special Olympics content on ESPN.com (page views + video views) 7/25 – 8/2
- Social Media reach into the multiple millions via Special Olympics and ESPN social media channels
- Press coverage resulting in more than 5 million estimated coverage views.
- In addition, ESPN activated at both the USC and UCLA festival spaces encouraging fans to share their inspiring messages, to play unified and to take a photo on cover of ESPN The Magazine.
- ESPN and Coca-Cola also co-hosted our Founders Reception on Sunday July 26th at the Event Deck at LA Live to celebrate the founder of Special Olympics, Eunice Kennedy Shriver



PARTNERSHIP ENGAGEMENT



As an Official Partner and Founding Champion of the Special Olympics World Games LA2015 and a Founding and Global Partner of Special Olympics International, The Coca-Cola Company executed a multifaceted Reach Up and Refresh Games activation strategy centered on their core visual identity of Special Olympics athletes in their sport of choice. These images led all creative elements in the promotions with their retail customer's commemorative packaging, and out of home (transit shelters and billboards).

Drawing inspiration from Special Olympics Unified Sports, Coca-Cola developed a unified song titled **"Reach Up"** for the 2015 World Games that inspired, educated, engaged and united communities around the globe and showed fans around the world the power of social inclusion through music.

Onsite at the Games, athletes enjoyed experiential activities such as Share a Coke and freestyle vending machines while Coca-Cola poured on the cheer with more than 2000 Coca-Cola employees and customers cheering on our athletes and refreshed our athletes, volunteers and families throughout the Games with more than 1.6 M servings of Coca-Cola products.

KEY HIGHLIGHTS

UNIFIED SONG

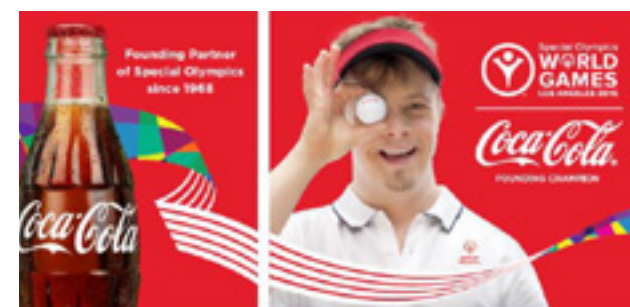
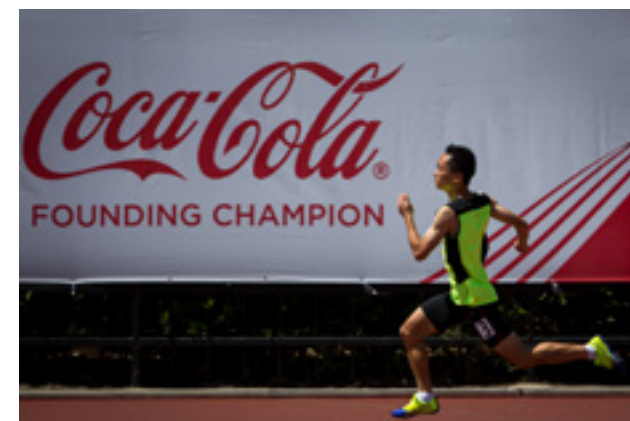
- Publicity efforts before and after the live performance at Opening Ceremonies generated awareness and support of our movement and "Reach Up," bringing the total to nearly 200 million impressions to date. In addition, the "Reach Up" music video performed extremely well in the six weeks it was live generating more than 2.5 million views across YouTube, Facebook and other social media.
- Coca-Cola executed a cause marketing campaign and delivered messaging around Coca-Cola's 47-year partnership with Special Olympics and how consumers can share the music video to generate a \$1 donation from Coca-Cola to Special Olympics raising \$100,000.

OUT OF HOME

- Leveraged real estate from 53 Transit Shelters and 35 billboards throughout Los Angeles to feature Special Olympics images further drawing the connection between The Coca-Cola Company and our movement generating more than 175 Million impressions during their 5 week presence (June 29th – August 2nd)

CORPORATE WEBSITE-JOURNEY DIGITAL MAGAZINE

- Featured content and employees personal connections to our movement on a Journey that has more than 1.4M monthly visitors with social amplification across their 4 channels (Twitter, Facebook, LinkedIn & Google+) to reach another 1.8 million followers.



PARTNERSHIP ENGAGEMENT



Bank of America

Bank of America amplified their over 30 years of support for Special Olympics through their robust activation this year. As the presenting sponsor of the first Unified Relay Across America and the official bank partner of the Special Olympics World Summer Games, the bank launched a multi-channel campaign, to drive engagement and awareness of their commitment to inclusion for those with intellectual disabilities.

KEY HIGHLIGHTS

#PasstheFlame campaign launched in May and continued through World Games, encouraging action and participation both virtually and in-person for everyone to join Bank of America in support of Special Olympics. Centered around the Flame of Hope, the campaign focused on helping change the mis-perceptions of people with intellectual disabilities and featured 11 athletes around the country

- **Social Media:** ongoing cadence of posts and videos
- **Digital:** BAC.com, About pages and Market pages and digital carousel featuring user generated content from Unified Relay
- **Financial Centers:** Exterior window graphics, counter cards, digital screens, posters, ATMs from May – July
- **Times Square Billboard:** Special Olympics graphic rotation May – July
- **ATM:** National and Los Angeles creative in market 7/11 – 8/2

- **Earned Media:** 200+ traditional media coverage secured in 31+ markets
- **Paid media:** media placement on ESPN and ESPN.com, Grantland.com and MLB.com

Unified Relay Across America: Leadership engagement at key local markets, employee engagement and participation at over 155 segments, photo booth activation encouraging social sharing of user content

PGA Golf Activation: Hosted Special Olympics USA and Team Canada for golf clinic in February and conducted 9 Unified Skills Challenges with pros around the country from February to June.

Total Inclusion featuring Dustin Plunkett: created Meet Dustin video, and incorporated homepage

takeover and owned promotions to drive additional awareness of Dustin's coverage of World Games.

World Games Activation:

- Uytensu Aquatics Center
- Pre-Opening Ceremony Reception at Natural History Museum
- Festival footprint at both USC and UCLA, featuring photo-booths, premiums and dynamic board featuring content captured during URAA and World Games
- 260 official volunteers and over 2,500+ Fans in the Stands
- Support Services engagement: BAC sent 6 Support Services employees to attend and serve as on-site reporters for BAC's internal Flagscape newsletter



PARTNERSHIP ENGAGEMENT



As the Official Technology Partner of Special Olympics, Microsoft saw the 2015 World Games as a tremendous opportunity to showcase their commitment to the Movement worldwide. As such, Microsoft provided over 2,000 hardware devices, as well as countless hours building a GMS that, for the first time ever, provided real-time results in the sports venues and online for families and friends around the globe to follow.

KEY HIGHLIGHTS

• GLOBAL COMMERCIAL CAMPAIGN

The Microsoft Cloud television, print media, and out-of-home campaign featured the technology support Microsoft is providing through re-engineering GMS into their cloud, Azure, launched in July, 2015. The television spot is running in North America, South America, and Western. The print ad has been featured in many business publications (Wall Street Journal, Bloomberg Business Week, Fortune, and the New York Times, to name a few). The out-of-home placements (billboards, buses, bus stands, taxis, etc.) also ran globally, since July.

• SOCIAL MEDIA PRESENCE

- Microsoft and SOI selected four athletes to be featured in a digital campaign leading up to and during Games. Provided with a full suite of hardware (including Surface Pro 3s, Microsoft Bands, GoPro Cameras, and Lumia Phones) the athletes were documented their own preparations to leave their communities and compete in LA, all of which were compiled and edited for

social media in the theme of “Personal Best”. The online videos garnered millions of views, lifting both brands and further spreading our message of inclusion.

- Two Special Olympics athletes, Sam and Mattie from Rhode Island, served as “spokes dudes” and were sent to LA to cover the Games as roaming reporters for Microsoft. These two athletes, with their big personalities, interviewed athletes, coaches, spectators, and families, to help tell the story of the full circle of support that surround each athlete every day.

• MICROSOFT COMMISSIONED TWO ATHLETES

to create artwork inspired by the idea of achieving your personal best. Utilizing Fresh Paint, a Microsoft app on the Surface Pro 3 in stores across the country and at the World Games Festival, consumers

and festival-goers were invited to complete the sketches by painting (electronically) in the white space, creating a “unified painting.” Microsoft then printed many works to create a growing installation of artwork created to encourage the athletes throughout their competition.

• Additionally, at their festival space, Microsoft and the Windows 10 / Upgrade Your World team commissioned a street artist to work with an athlete artist to co-design a mural using a large Surface Hub; the street artist, during Games, then went into the LA community to paint the mural, all filmed for social media distribution.

• **E-GAMING – XBOX** came on board to fully produce the e-gaming pavilions in each festival space at UCLA and USC. This featured unified gaming, tournament play, and a photo booth.



PARTNERSHIP ENGAGEMENT



As the Official Automotive Partner for LA2015, Toyota supported the Special Olympics World Games with automobiles, awareness and employee volunteer support. While this marks Toyota's first time sponsoring the World Games, the company has built a 28-year relationship with the Special Olympics movement in Southern California.

KEY HIGHLIGHTS

- Provided 400 vehicles for use by LA2015 and 24 vehicles supporting the 46-day Unified Relay Across America leading up to the Games.
- Supplied support vehicles for the Law Enforcement Torch Run for Special Olympics Final Leg as the torch carrying the Flame of Hope made its way to Los Angeles.
- Involved automobile dealerships across the United States through events and fundraising as part of their support for Special Olympics USA.
- Engaged hundreds of employees as volunteers at competition centers, festivals and athlete villages.
- Built a digital content hub for their "Share the Journey" campaign featuring inspirational stories and social media posts about athletes, coaches, mentors and more. The site also offered the opportunity to search by zip code, find your Hometown Heroes, and cheer them on via social media.

- Dedicated three public murals near the Games venues in partnership with the Mural Conservancy of Los Angeles to celebrate the life-changing power of Special Olympics; internationally recognized muralist and original 1984 Olympics artist Kent Twitchell returned to create one of his realistic portraits.

- 1147 S. Hope St. in Los Angeles: Twitchell's piece *Special Olympics Monument* is a double portrait. Rafer Johnson, an LA icon and Olympic gold medalist as well as founder of Special Olympics Southern California, stands alongside Loretta Claiborne, a successful Special Olympics athlete and motivational speaker.
 - Los Angeles Memorial Coliseum: *World Stage Legacy* by well-known muralist David Flores pays tribute to the 2015 Special Olympics World Games and events that have taken place at the Coliseum throughout its more than 90-year history. Figures include Special Olympics athlete and World Games Global Messenger, Ramon Hooper alongside iconic figures with a connection to the site.
 - 1248 South Figueroa in Los Angeles: *The Greatest* from the artist Cryptik features a large-scale portrait of boxing legend Muhammad Ali and multiple plaques with inspirational quotations from Special Olympics athletes and advocates. Visitors can move up close to the piece to explore the words and connections.
- Involved Team Toyota athletes, like professional triathlete Sarah Haskins, who participated in the Special Olympics Unified Sports® Triathlon.



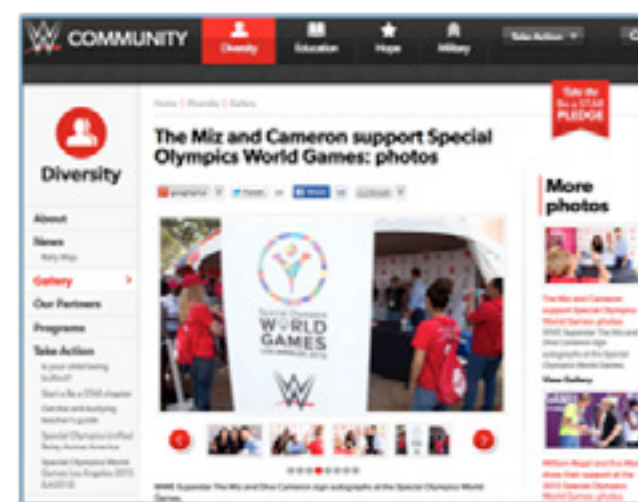
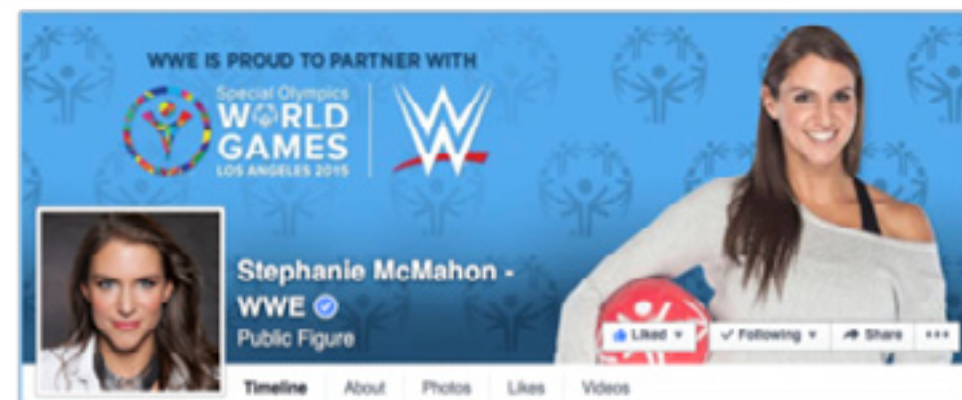
PARTNERSHIP ENGAGEMENT



WWE was a Promotional Partner for the 2015 World Games, utilizing all its platforms including WWE Network, TV and pay-per-view broadcasts, live events, and digital and social media to generate awareness and support of LA2015, including serving as a promotional partner of the Special Olympics Unified Relay Across America.

KEY HIGHLIGHTS

- Internal and external marketing and communications efforts delivered more than 617M impressions through digital and social media, broadcast and in-venue promotion
- URAA related MIK/VIK = \$3.6M
- URAA related total Impressions = 163M
- Developed PSAs which aired during WWE live events, on WWE Network, and TV broadcasts
- Digital and social media asset creation and campaign execution by talent, Stephanie McMahon, LA2015 athlete ambassador, and flagship handles
- Talent and senior executive integration during all phases
- Created video, photography and editorial content throughout partnership
- Promoted Games and WG athletes at 43 live event activations: 22 in US, 21 international



PARTNERSHIP ENGAGEMENT



As Official Partner and Founding Champion of LA 2015 Mattel played an integral role in the success of Special Olympics World Games and activated in numerous ways before and during the Games.

KEY HIGHLIGHTS

PRE-GAMES

- Hosted the Final Leg of the Law Enforcement Torch Run at their corporate headquarters in El Segundo, CA on July 21
- Hosted the first two days of the GenUin Summit, a project dedicated to creating a more unified generation, at their headquarters on July 23-24. They provided transportation, event space, meals, and several in-kind donations to the Summit and its participants.
- Supported El Segundo host town
- Created commemorative Hot Wheels car for World Games and provided 10,000 cars for all honored guests, athletes, families and staff.
- Provided 25 games for athletes' lounges in dormitories
- Hosted GOC board meeting

DURING GAMES

- Presenting sponsor of basketball venue at the USC Galen Center
 - Life-sized Bounce Off game; toy giveaways; Barbie appearances; scoreboard social media and video messaging;
 - More than 200 Mattel employees were Fans in the Stands at the Galen Center every day throughout the Games.

- Presenting sponsor with Hot Wheels Cycling Club of cycling venue at Alamitos Beach
 - "Tune-up" tent to support athletes and their bicycles;
 - Photo booth; giveaways throughout the week;
 - HWCC also sponsored Special Olympics USA Cycling team, attended training camp in Indianapolis, and provided the team with new cycling kits, helmets, sunglasses, and gloves. They have also helped provide new bicycles and/or equipment for each of the nine cycling athletes.
- Presenting sponsor of the Young Athletes demonstration at UCLA
- Festival activation at USC campus
 - Hot Wheels racetrack and giveaway; Barbie photo booth and Barbie appearances; WWE Superstar appearances throughout the week.
- Provided three fully-wrapped motor coaches for Games transport

Mattel Communications

Before and during the Games Mattel's Communications team activated through traditional and social media channels, produced materials (including press releases, an LA Chamber advertisement, global employee announcements, and an Official World Games Program Advertisement), and provided photographers and videographers to capture images.





PERFECTSENSE

Perfect Sense Digital has been an integral guide and collaborator in the quickly evolving online presence of Special Olympics around the world, and the team Perfect Sense Digital volunteered to support the 2015 World Games.

KEY HIGHLIGHTS

LA2015.ORG WEBSITE

Perfect Sense Digital built a site unlike any that has come before it for the Summer World Games. They have envisioned a dynamic central hub where athletes, families, fans, and volunteers were able to access content immediately from any location on any device, enabling us to share the full story of the games for the first time. Perfect Sense helped Special Olympics to tell our stories to audiences around the world in a way that we never could have done without them. Perfect Sense Digital is visionary that guides our path in the ever-changing digital world.

VOLUNTEERS

Team Perfect Sense Digital volunteers were on hand at various events during the 2015 World Games, from the Opening Ceremony, Fans in the Stand cheering on Special Olympics athletes and 16 Unified Sports Experiences in UCLA, USC, Long Beach and Griffith Park venues. Dylan Gang, Ashley Krauss, Glynis Condon, Rose Pleskow, James Coutry, Jenny Daly, Holly Wheeler, Parker Ramsdell, Charmaine Dittmar, Caitlin Anzalone, and Cindy Ramsdell were instrumental in managing Honored Guest attendees, operation and carrying all the necessary equipment for Unified Sports Experiences, and they also brought their partners Imaginary Forces, SAJG and Cisco to help support the 2015 World Games.



PARTNERSHIP ENGAGEMENT



Toys“R”Us is a Global Platinum Sponsor of Special Olympics and was a Games Sponsor of the 2015 Special Olympics World Games.

KEY HIGHLIGHTS

SUPPORT OF YOUNG ATHLETES

- A long-time supporter of Special Olympics New Jersey's Young Athletes Program, in 2014 Toys“R”Us pledged support of Special Olympics Inc.'s (SOI) Young Athletes Program and is committed to our program's strategic growth goals.

CUSTOMER DONATION CAMPAIGN

- In its 8-week awareness and fundraising campaign in stores throughout the country, Toys“R”Us raised over \$2 million from customers who donated to Special Olympics at checkout.
- Throughout the campaign, Toys“R”Us celebrated Special Olympics Young Athletes on its official social media channels including Facebook, YouTube, Twitter and Instagram. Fans and followers shared the #MyFirstSportsMoment memories and experiences.

UNIFIED RELAY ACROSS AMERICA

- Toys“R”Us hosted the URAA as the torch moved through New Jersey. 9 Special Olympics Young Athletes and their families carried the torch through the Toys“R”Us corporate campus in Wayne. Chief Development Officer Kelli Seely

and Special Olympics Parent Kate Hamm spoke at the event, which was attended by over 400 Toys“R”Us Employees.

MY FIRST SPORTS MOMENT

- As a way to highlight their support of Special Olympics Young Athletes, Toys“R”Us worked in partnership with Special Olympics and the 2015 World Games Organizing Committee to create 10 “My First Sports Moment” activities. These activities were designed to give young athletes the ability to experience the excitement and thrill of participating in their first sporting activity on a worldwide stage. Children between the ages of 3 and 7 participated in events such as “My First Hit” (softball) and “My First Putt” (golf). These events were successes both in terms of athlete and family satisfaction, as well as fan engagement.
- Toys“R”Us used their My First Sports Moment activations as a way to engage their employees. Close to 50 Toys“R”Us staff and executives served as volunteers during “My First” as Games.
- When possible, each of our My First Sports Moment experiences took place in advance of Unified Sports Experiences at Games. This allowed for increased fan engagement as well as celebrity participation in the My First Experiences.



PARTNERSHIP ENGAGEMENT



As a founding champion and the official health partner of the World Games, Kaiser Permanente activated in many ways leading up to and during the Games. To raise awareness of the World Games coming to California and our mission to promote acceptance and inclusion for those with disabilities, Kaiser Permanente donated a float for the Rose Bowl Parade in December 2014. “Together We Thrive,” the title of Kaiser Permanente’s 2015 Rose Parade® float entry, was a floral salute to the World Games, celebrating diversity and inclusion.

The colorful float featured a sculptured reproduction of the World Games torch ablaze and sitting atop a rotating replica of the World Games logo. A rotating hexagon with eight magnificently detailed floral-graphs served as the float’s central focal point. On the sides of the float were reproductions of the emblematic gold, silver and bronze medals. A reproduction of the iconic Los Angeles Memorial Coliseum, the site for the World Games Opening and Closing Ceremonies, stood as the float’s backdrop. The float carried Olympic Gold medalist and Founder of Special Olympics Southern California Rafer Johnson. He was joined by 2015 World Games Global Messengers, Dustin Plunkett and Debi Anderson and 12 Kaiser Permanente members, including three Special Olympics USA athletes competing in the World Games: Swimmer Abby Reznek of Special Olympics Maryland; tennis player Julian Hall of Special

Olympics Colorado; and swimmer Chris McElroy of Special Olympics Colorado.

Kaiser Permanente recruited more than 650 physicians to trade in their exam rooms to help our athletes and provide sideline medical care at four of the seven World Games venues. Physicians and other support staff carried out several medical and emergency response training drills, and created an innovative e-learning tool to help train volunteers. Kaiser Permanente has donated their e-learning tool, “Sideline Care for the Special Olympics Athlete: Assessing the Unique Medical Needs of Special Olympics Athletes,” to Special Olympics.





The fourth edition of Doha GOALS, the world's leading platform focusing on sport as a driver of social and economic change, partnered with Special Olympics for this year's forum, hosting a three-day summit and legacy program to coincide with the World Games. This was the first time that the Forum was held outside of Qatar.

- The Forum gathered global leaders and top stakeholders including CEOs, government officials, athletes, NGOs, federation heads, urban developers, coaches, managers, and medical experts to create partnerships and initiatives to tackle the most pressing social issues through plenary sessions, debates, and focused taskforces that enable constructive brainstorming and focused collaboration. Notable participants in the Forum included Maria Shriver, Michael Phelps, Yuna Kim, Damian Lillard, Hannah Teter, Jamaal Charles, Dikembe Mutombo, Scott Hamilton, Nadia Comaneci, Mark Spitz, Jamal Mashburn and Marcellus Wiley.
- The 2015 edition Forum debated topics such as women and young people in sport, philanthropy and CSR initiatives featuring sport, the impact of athlete activism on the environment, the intersection of sports and Hollywood as a path for positive change and sport's role in promoting inclusion in society.
- Students from both Doha GOALS's Student Ambassadors Program and the GenUin Social Impact Summit actively participated in taskforces throughout the Forum. The Student

Ambassadors Program convened more than 1,200 students from around the world, comprising three generations of student ambassadors and alumni.

- Top tier sports media conducted interviews with Mark Spitz, Jamal Mashburn and Marcellus Wiley including Yahoo! Sports Radio, SiriusXM Radio, NBC Sports Radio and The Peninsula. The global media presence of the World Games and the Doha GOALS partnership with Special Olympics provided additional media opportunities as top tier media such as BBC World and USA Today were secured on site to conduct interviews with select speakers. Additionally, we maximized the social profiles of speakers including Maria Shriver (2.33 million followers), Meryl Davis (171,000 followers), Marcellus Wiley (223,000 followers) and Yuna Kim (789,000 followers) by having them deliver Doha GOALS branded content to their followers. ESPN.com ran a feature on the Forum and conducted a pre-event video interview with Maria Shriver on espnW, which focuses on women and sports. Coverage of Doha Goals Forum generated \$1 billion media impressions. The hashtag #DohaGOALS was used nearly 3,000 times across Facebook, Twitter and Instagram resulting in nearly 35 million social media impressions.



PARTNERSHIP ENGAGEMENT



UNIQLO believes in the ideal of Special Olympics, to foster independence and social participation for persons with intellectual disabilities through sports, and has provided employment opportunities for Special Olympics athletes. UNIQLO was a Games Sponsor of the 2015 Special Olympics World Games and currently supports local Special Olympics organizations in 12 countries and regions by providing uniforms, and sending volunteers to help run events.

KEY HIGHLIGHTS

OFFICIAL UNIFORMS

As the official apparel sponsor for Special Olympics Unified Sports® Experience events, UNIQLO donated a total of 7,000 T-shirts and Polo Shirts to be worn by athletes and volunteer organizers. UNIQLO dedicated 2,000 Unified Sports Experience uniforms, 2,000 Healthy Athletes volunteer uniforms, 2,000 Honored Guest polo-shirts and 1,000 Opening Ceremony and Unified Sports Experience volunteer uniforms.

SPONSOR OF 5 UNIFIED SPORTS EXPERIENCES

During the 2015 World Games, UNIQLO sponsored 5 Unified Sports Experience events; Triathlon, Golf, Badminton, Bowling and Tennis.

Volunteers

120 employees (88 Opening Ceremony and 32 Unified Sports Experiences) from UNIQLO's parent company Fast Retailing around the world have volunteered to support the event.

OFFICIAL UNIFORMS AND TRAINING WEAR FOR TEAMS

Local UNIQLO offices provided the official uniforms and training wear for teams representing Japan, Malaysia, the Philippines, Singapore, South Korea, Taiwan, and Thailand.

SEND-OFF EVENTS IN ASIA

Prior to the 2015 World Games, Team UNIQLO volunteers cheered on Special Olympics athletes at the Send-Off Unified Sports events hosted by UNIQLO for athletes competing in the 2015 World Games in Southeast Asia: June 5 – Manila Philippines (Unified Football)

June 7 – Jakarta, Indonesia (Unified Football)

June 8 – Singapore (Unified Football & Badminton)

June 12 – Bangkok, Thailand (Unified Football)

June 13 – Kuala Lumpur, Malaysia (Unified Football & Badminton)

GLOBAL CAMPAIGN

UNIQLO provided in-store posters from July 6th to August 3rd at the UNIQLO global stores in the United States, United Kingdom, Germany and Russia. Additionally, UNIQLO promoted the 2015 World Games through web banner on their Corporate Social Responsibility (CSR) website and social media channels.

LOS ANGELES UNIQLO STORES

Staff at UNIQLO's five locations in the host city of Los Angeles wear the exclusively designed Unified Sports Experience PLAY UNIFIED uniforms from early July until the end of World Games to promote "Play Unified" message.



PARTNERSHIP ENGAGEMENT



Special Olympics was excited to team up with Tinder to help amplify its voice and message of inclusion. Special Olympics looks to create the first unified generation, and to do that it needs to leverage cutting-edge platforms, such as Tinder, that expertly reach, connect and engage with the millennial population.

- For the first time in the United States, Tinder donated its ad space for one week on behalf of the US team encouraging users to “swipe-right” to watch Special Olympics USA in support of these remarkable athletes.

- This pilot promotion ran through Tinder’s mobile app July 21-July 28 and will be visible only to users located in the Southern California region where the World Summer Games took place.

1 WEEK RESULTS

210,394
impressions

24,303
Facebook Likes

292
Click Throughs

11.55%
Engagement %



SAVE THE DATE



SPECIAL OLYMPICS
WORLD WINTER GAMES
AUSTRIA 2017
Graz | Schladming | Ramsau | Styria

14 - 25 MARCH 2017

***Special
Olympics***

