

*Special
Olympics*



TEEING UP FOR THE FUTURE 2025 - 2027

*The new era of Special Olympics Global golf
Development Strategy Planning.*



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Tim Shriver

We are excited to share our vision for the future of golf as we introduce a strategic, sport-specific approach to golf development worldwide. From 2025 to 2027, we will focus on refining our position within the global golf community. By working together, we can build a stronger, more sustainable future for the sport and all who are passionate about it. Thank you for your ongoing support and commitment as we prepare for the 2027 Special Olympics World Games.



Mary Davis

I'm excited to introduce our new global development strategy plan to advance golf on a worldwide scale. Over the next several years, we will focus on expanding access to the sport and refining our commitment to golf development for our programs. This plan will help us explore innovative strategies and strengthen partnerships with regional, national, and local stakeholders. Our efforts will be centered on increasing participation, enhancing the athlete experience, and improving coaching quality. By working together, we aim to build a more inclusive, sustainable golf community that provides opportunities for everyone.



Lou Lauria

I am excited to introduce our new sport-specific approach to developing golf on a global scale. Over the next few years, we will focus on understanding how to better serve and position golf in communities around the world. This initiative will allow us to evaluate our current programs, identify best practices, and strengthen partnerships with stakeholders at all levels. Our collective efforts will center on increasing participation in the sport, fostering collaboration, and enhancing athlete development while improving coaching standards. Together, we will build a vibrant network that encourages and supports every individual to engage in golf.

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INTRODUCTION

At the heart of Special Olympics is our unwavering commitment to providing year-round sports training and athletic competition for children and adults with intellectual disabilities. Golf serves as a fairway to worldwide inclusion, offering opportunities to build physical fitness, demonstrate courage, and experience joy on and off the course. As a Level 2 classification sport, golf provides both competitive and non-competitive options in a safe and enjoyable environment for participants of all ages. Special Olympics is excited to tee off a new approach to golf development alongside its partners as we progress to Special Olympics World Games 2027 and beyond. The Global Golf Development Strategy will focus on driving participation and improving the quality of delivery, ensuring that all athletes have the chance to share their unique gifts, skills, and friendships with their families, fellow Special Olympics athletes, and the community. Together, we'll hit a hole in one for inclusion and make every swing count!

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VISION

To create an inclusive world where individuals with intellectual and developmental disabilities flourish through the sport of golf. Aligned with the Special Olympics sport vision, sports promote active, healthy, and rewarding lives, empowering Special Olympic golfers to achieve their fullest potential both on and off the green.

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MISSION

To deliver year-round golf training and competition for children and adults with intellectual and developmental disabilities, aligned with the Special Olympics mission. We encourage physical fitness, self-assurance, joy, and a sense of community, empowering athletes to enhance their skills and presence within their golfing community.

STRATEGIC ALIGNMENT

The Global Golf Development strategy tees up with the overarching goals and strategies outlined in the Special Olympics strategic plan by enhancing local participation and well-being through inclusive golf programs. By driving innovation with digital technology, Special Olympics can eliminate barriers to inclusion, making golf more accessible and engaging for a wider audience. This plan will build a strong brand presence around golf and enhance coaching and training practices to drive success. The Global Golf Development Strategy will serve as a powerful vehicle for promoting inclusion, community engagement, and celebrating the achievements of Special Olympics athletes—ensuring everyone can enjoy a hole-in-one experience!

DELIVERING UN - SUSTAINABLE DEVELOPMENT GOALS



CURRENT PIN POSITION

The current positioning of golf participation across the movement.

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CLASSIFICATION

Golf is a Level 2 sport in Special Olympics sport classification. The following justifications make golf a Level 2 sport across the movement.

- Eligible for inclusion in World Games as determined by SOI Sports Department or if proposed by an LOC and approved by SOI
- At least 55 Accredited Programs conduct this summer sport at Program level Games and those programs represent at least 4 regions
- Participation numbers are over the minimum 20k.
- Approved SOI Coaching Guide
- An International Federation is recognized by SportAccord

PARTNERSHIPS

Partnerships have a criteria of 10 different impact areas and are categorized into Level 1, 2 or 3 depending on how many of these impact areas the partnership contributes to.

There are currently 11 **Level 1** partnerships across the movement, engaging in at least 1 impact area across the movement.

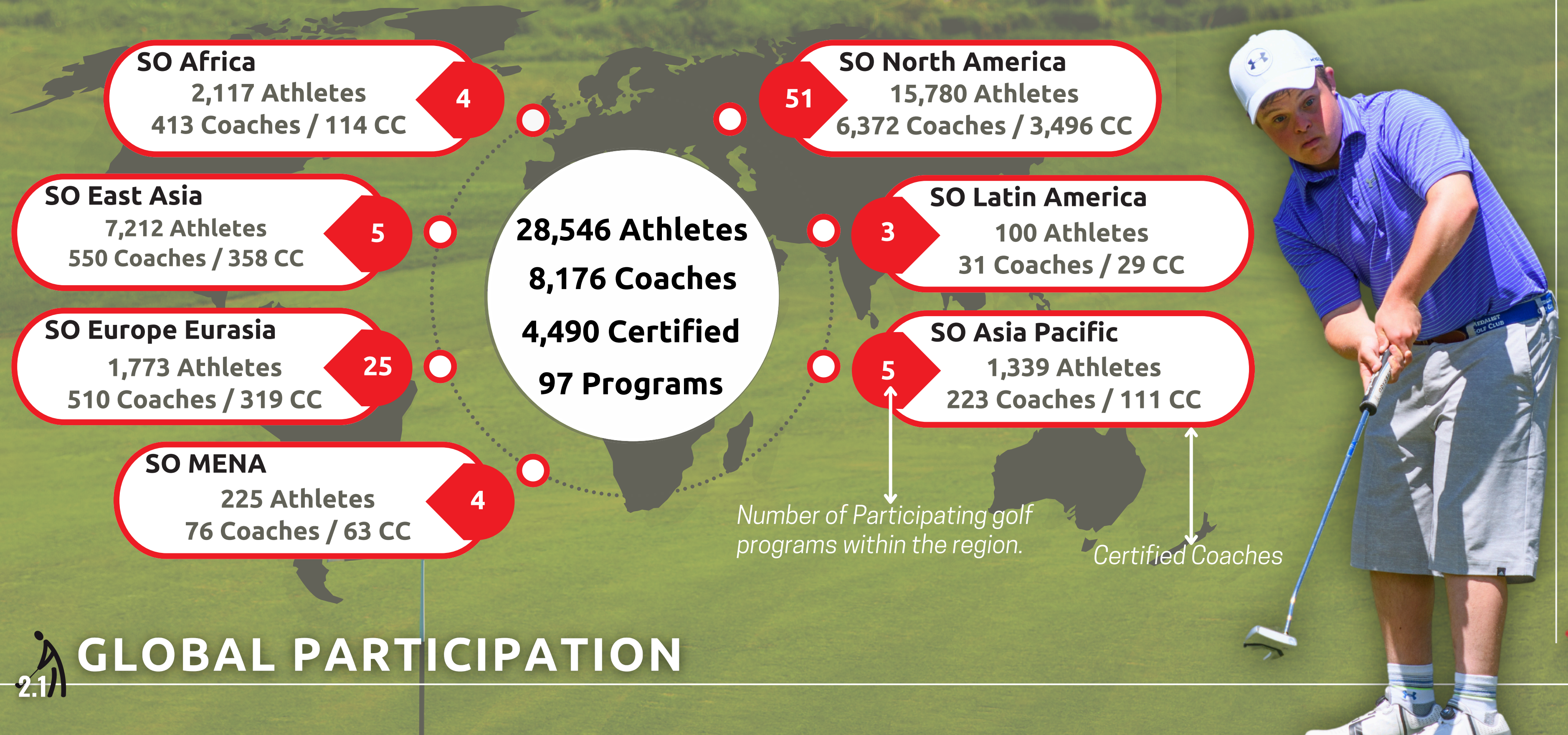
There are currently 19 **Level 2** partnerships across the movement, engaging in at least 3 impact area across the movement.

There are currently 18 **Level 3** partnerships across the movement, engaging in more than 3 impact area across the movement.

CURRENT PIN POSITION

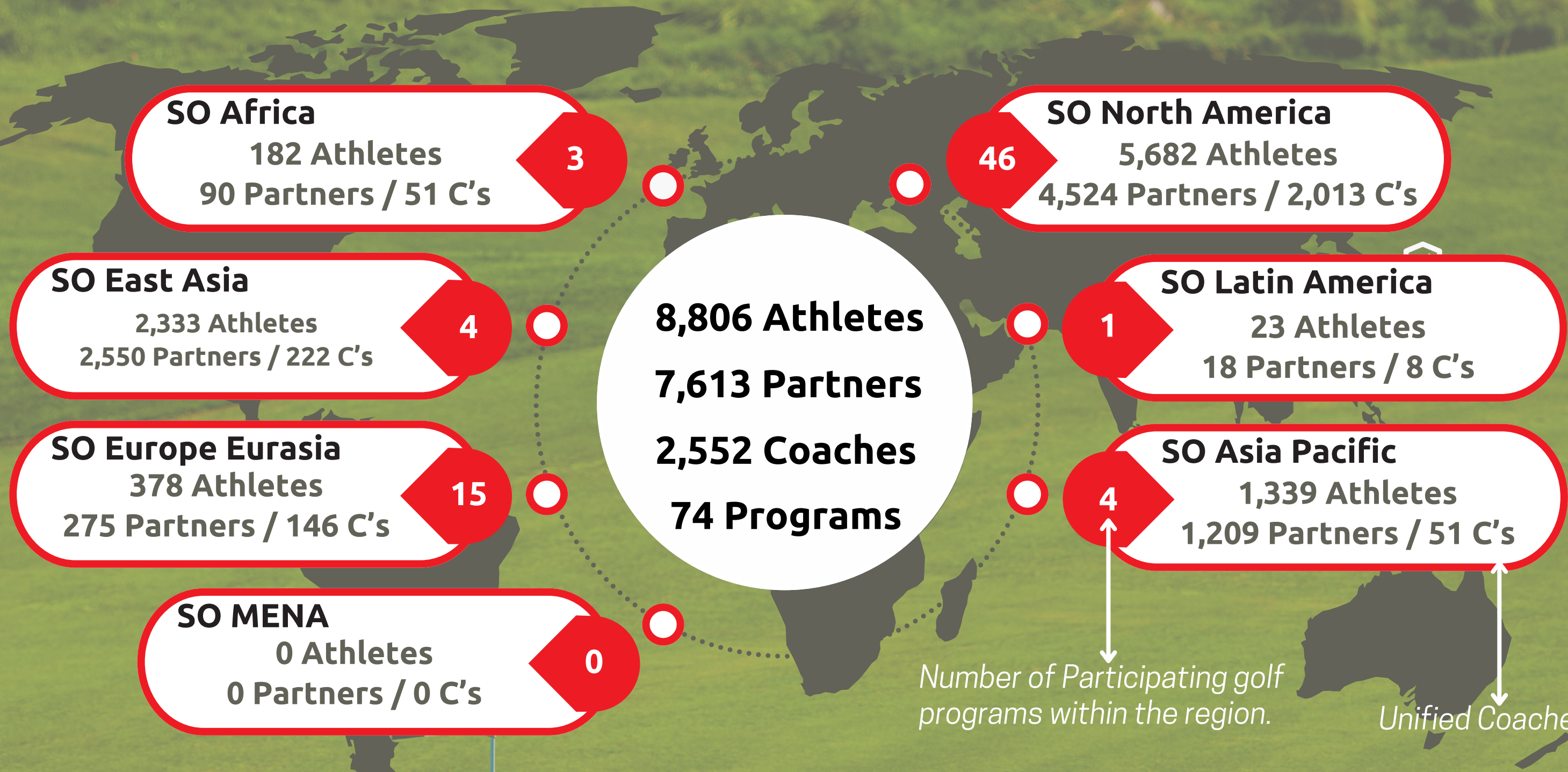
The current positioning of golf participation across the movement.

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CURRENT PIN POSITION

The current positioning of golf participation across the movement.



Number of Participating golf programs within the region.

Unified Coaches

STRATEGIC PILLARS

In alignment with the Special Olympics Global Strategic Plan, these pillars will establish a solid foundation for sport development within golf across the movement. They will pave the way for growth, sustainability, strong partnerships, and increased participation.

PARTICIPATION & DEVELOPMENT - DRIVING FORWARD

To grow participation and enhance coaching quality in golf, we will create a robust strategy that includes improving educational resources, promoting ambassador engagement, and offering targeted training opportunities, all aimed at strengthening our coaching framework and increasing accessibility to the sport.

PARTNERSHIPS - WIDENING OUR FAIRWAY

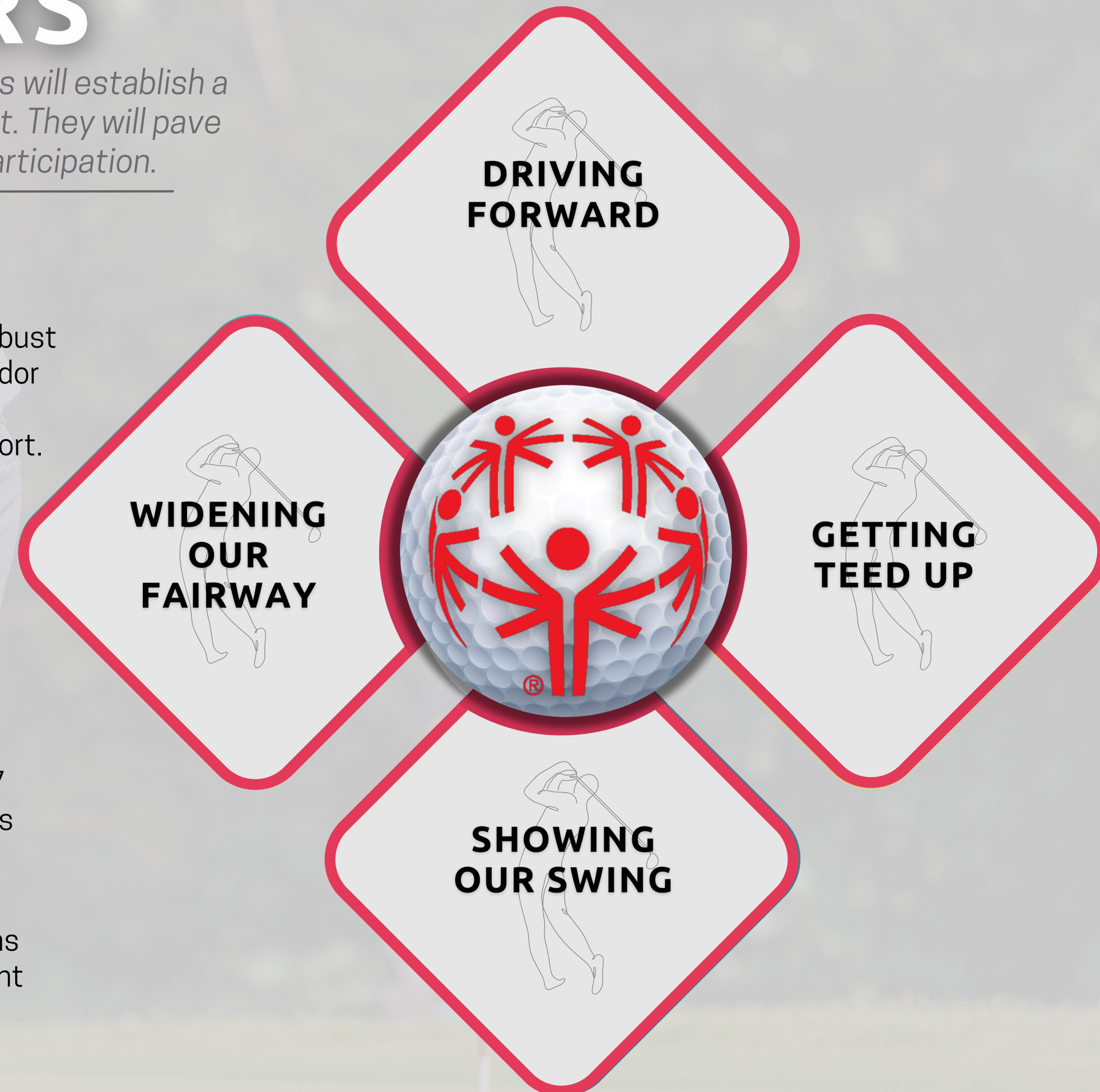
To boost stakeholder participation and elevate our presence in golf, we will forge key partnerships, develop targeted sponsorship initiatives, highlight successful collaborations, explore new avenues in mainstream golf, and implement strategies to expand our reach globally.

EVENTS & COMPETITION - GETTING TEED UP

Introduce diverse pathways for golfers worldwide, and expand tournament opportunities in various regions, ensuring impactful participation at the 2027 World Games while continuously improving our event structure and standards along the way.

COMMUNICATIONS - SHOWING OUR SWING

To support our overall global golf strategy, the marketing and communications plan will focus on enhancing our international presence, expanding tournament opportunities, and driving engagement for the 2027 World Games.





FOCUS AREA	STRATEGIC GOAL	KEY STRATEGY OBJECTIVES
Coach Development	Enhance the effectiveness of golf coaching delivery throughout the movement by establishing a cohesive framework that prioritizes continuous improvement, innovative training methods, and a collaborative coaching culture.	<ul style="list-style-type: none">• Establish a working group dedicated to Coach Development.• Update the Special Olympics golf Coaching Guide.• Introduce x2 webinars into the Coaching Webinar Series.
Pathways	Position Special Olympics' as a leader in the global golf environment by establishing a comprehensive coaching and player pathway that promotes inclusivity, enhances athlete development, and fosters a supportive community for golfers across the movement.	<ul style="list-style-type: none">• Create 1 global positioning document that explains the position of Special Olympics within the global Golf environment.• Create a global Special Olympics golf athlete pathway.• Create a global Special Olympics Golf coaching pathway.
Sport Development	Advance golf development on a global scale by identifying its'unique position in the market, fostering regional and national level programs, and promoting inclusivity to enhance participation and talent development worldwide.	<ul style="list-style-type: none">• Increase golf participation numbers by 15%.• Increase competition participation at program level events and above by 10%.• Produce 1 research document that highlights barriers, opportunities & impacts within Special Olympics golf at all levels across the movement.

PARTNERSHIPS

WIDENING
OUR
FAIRWAY

Global Partnership
Development

STRATEGIC GOAL

KEY STRATEGY OBJECTIVES

Strategically position Special Olympics within the global golf landscape, leveraging our expertise and insights to foster professional growth and innovation in the sport.

- Identify 1 new global partnership to enhance, broaden and diversify our participation base.
- Develop 2 case studies that emphasize participation in golf through current strategic partnerships.
- Identify 1 supporting partner of the 2027 Santiago, Chile World Games.

Institutional
Partnership
Development




Through a continued strategic partnership with Topgolf, build on the current success of the Topgolf Invitational Tournament while expanding on inclusive golf opportunities globally over the next three years. Creating new programs that enhance participation and engagement for athletes with intellectual disabilities at Topgolf locations worldwide.

- Increase participation of Special Olympics x Topgolf programs at 2 new Topgolf venues outside of the USA.
- Establish a new Memorandum of Understanding (MOU) with Topgolf to solidify the partnership and outline collaborative goals.
- Support the involvement and delivery of Topgolf at the 2026 USA Games.
- Create 1 research document that shows the impact of Topgolf participation on Special Olympics golf.

Federation
Partnerships

Forge partnerships with national, regional, and international golf Federations to promote greater involvement in mainstream golf events, using these opportunities to increase participation and engagement in the sport of golf globally.

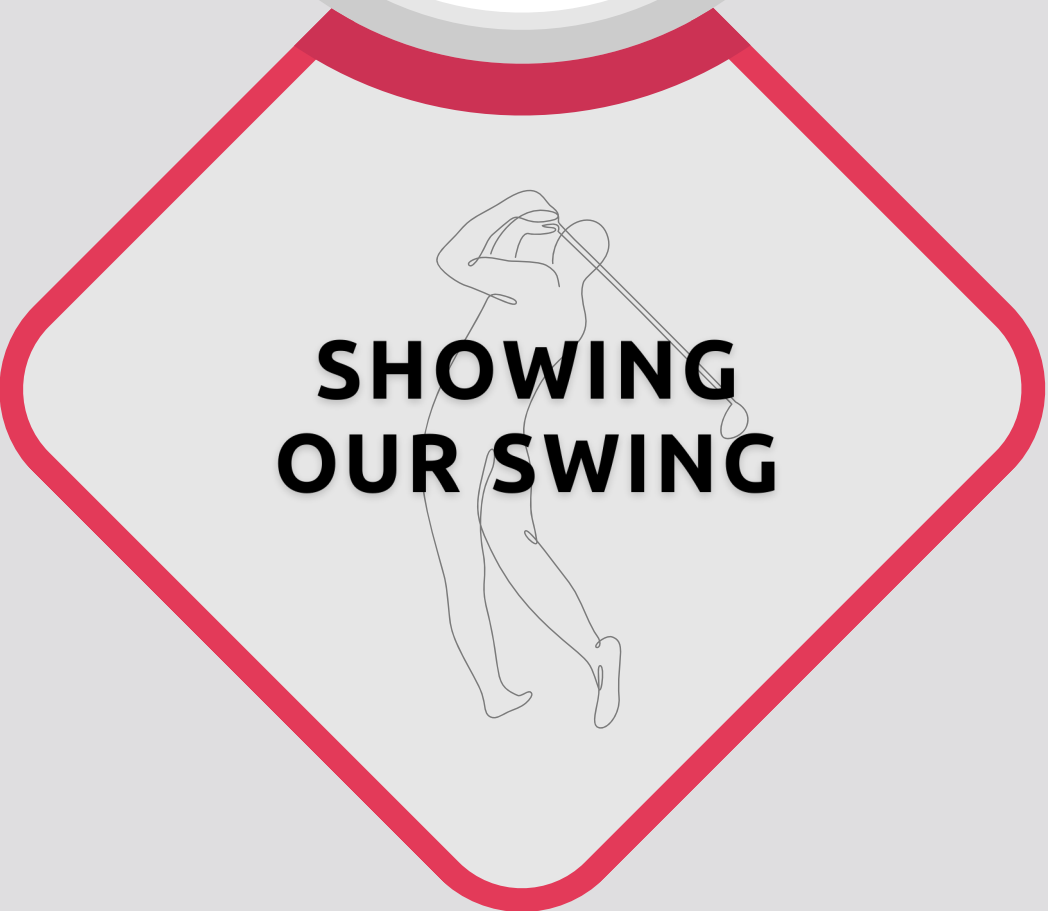
- Create 3 opportunities for Special Olympic golf athletes to participate in a mainstream golf setting.
- Identify 1 new MOU opportunity with a golf Federation that enhances the golfing experience for female Special Olympic golf athletes.
- Increase level 3 partnerships by 10%.

FOCUS AREA	STRATEGIC GOAL	KEY STRATEGY OBJECTIVES
World Games	Promote sport impact standards and analyze quota while pursuing new sponsorship opportunities at the World Games to enhance the experience for Special Olympics golfers and nurture growth within Special Olympics Golf.	<ul style="list-style-type: none"> • Create a sport-specific information package that includes golf-specific quota, sport impact standards, coaching standards, and Divisioning for the World Games 2027. • Design and implement 1 Coaching clinic that focuses on World Games 2027.
Technical Delivery	Enhance the technical framework of Special Olympics Golf by expanding participation opportunities, establishing new hosts globally, and exploring innovative international team competition formats.	<ul style="list-style-type: none"> • Increase the number of Topgolf venues participating in the 2025 Invitational by 20%.  • Identify and establish 1 new host of an annual golf Invitational. • Create 1 new research study that identifies a new international team competition format for Special Olympics golf.
Optimum Performance Environment	Elevate the competition environment for Special Olympics athletes at World Games with a focus on increasing revenue and awareness of golf competition.	<ul style="list-style-type: none"> • Identify a sponsorship structure for golf specific events at World Games. • Pilot one feature of the sponsorship structure at the 2027 World Games. • Identify Federation support opportunities for the 2027 World Games.



EVENTS & COMPETITION

FOCUS AREA	STRATEGIC GOAL	KEY STRATEGY OBJECTIVES
Internal Communications Development	Produce a comprehensive landscape analysis of golf activities within the Special Olympics movement, focusing on internal communication and collaboration to enhance and promote all forms of golf participation.	<ul style="list-style-type: none"> • Develop a comprehensive dashboard for all golf-related resources and information in the Special Olympics. • Identify & Implement 1 new Internal Communications pathway that highlights & promotes golf achievements across the Globe.
External Communications Development	Raise awareness and encourage participation in Special Olympics golf by developing a robust marketing strategy that showcases achievements and educates stakeholders on the benefits and inclusivity of the sport.	<ul style="list-style-type: none"> • Create a golf specific Marketing & Communications strategy that highlights golf achievements and events. • Compile and share 1 case study focused exclusively on the 2027 World Games, highlighting its impact and generating excitement for the event.
Storytelling & Ambassador Engagement	Engage and expand the activity of Golf ambassadors to promote Special Olympics Golf globally by leveraging storytelling and videography to effectively showcase athlete experiences and achievements, highlight role models, generate excitement, inspire participation, and educate a worldwide audience.	<ul style="list-style-type: none"> • Create a female golf ambassador agreement to drive engagement and awareness through a social media campaign focused on female participation, including three engaging posts annually. • Create a coaching video series centered around World Games 2027, that contributes to the updated coaching guide.

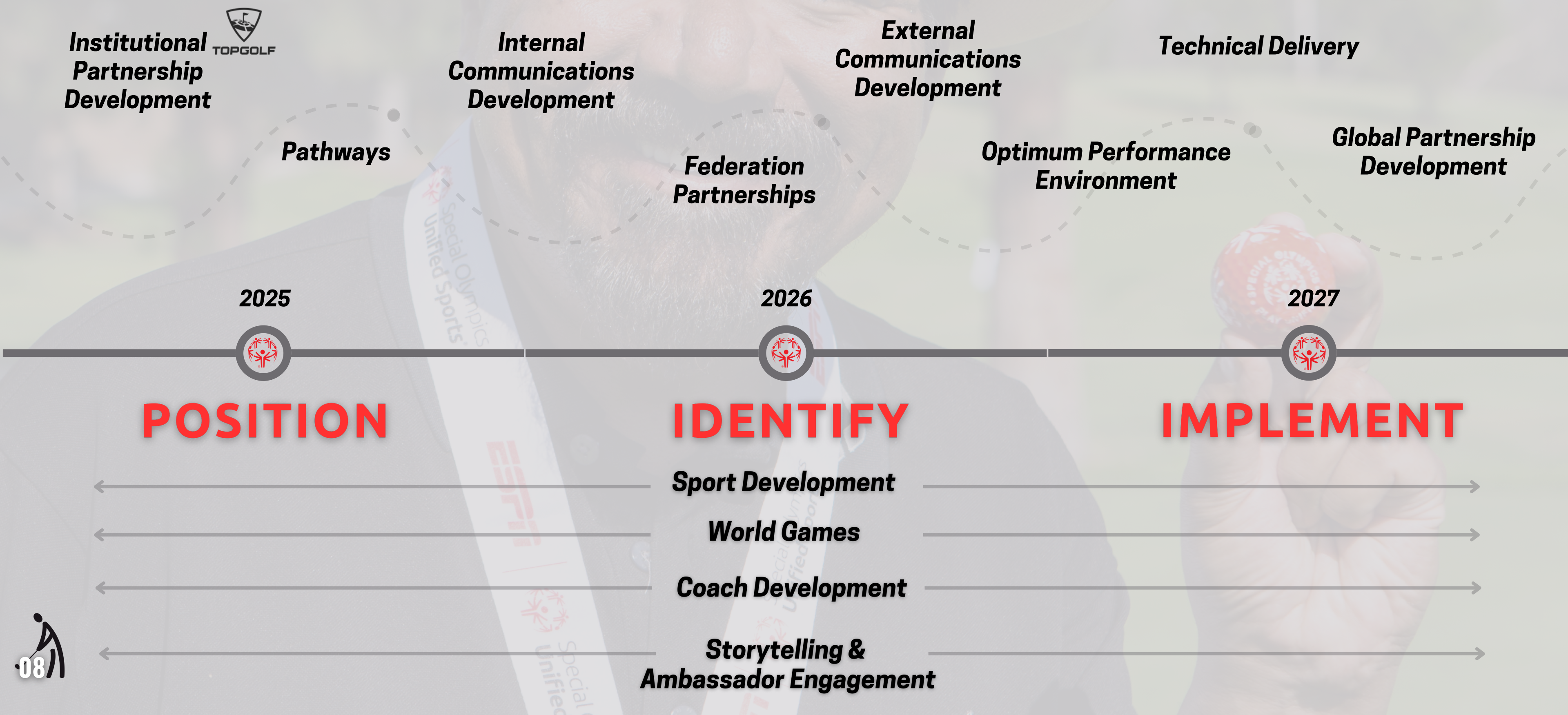


COMMUNICATIONS



TEE TIMES

The timeline of implementation for this Global Development Strategy plan



Institutional Partnership Development



Internal Communications Development

External Communications Development

Technical Delivery

Pathways

Federation Partnerships

Optimum Performance Environment

Global Partnership Development

2025

2026

2027

POSITION

IDENTIFY

IMPLEMENT

Sport Development

World Games

Coach Development

Storytelling & Ambassador Engagement