



**Special  
Olympics**  
Pennsylvania

# THE PATERNO FAMILY BEAVER STADIUM RUN

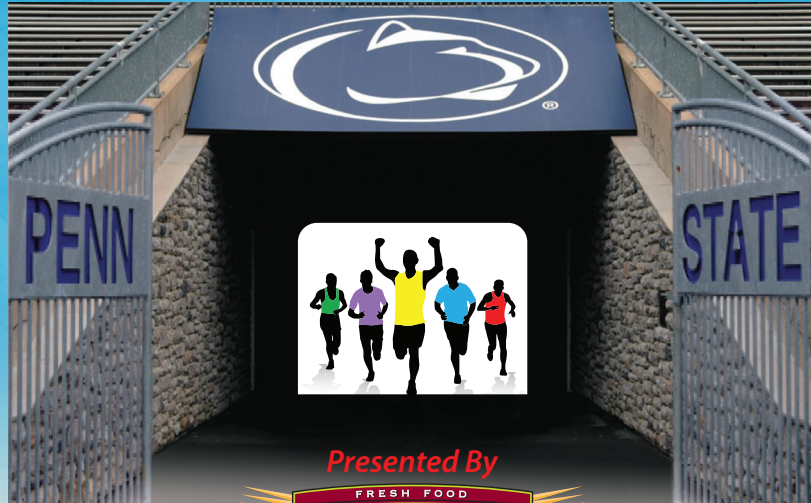


# LET ME WIN. BUT IF I CANNOT WIN, LET ME BE BRAVE IN THE ATTEMPT.

SPECIAL OLYMPICS ATHLETE OATH



# THE PATERNO FAMILY BEAVER STADIUM RUN



Now in its 9th year, the *Paterno Family Beaver Stadium Run* has quickly become a signature event for Special Olympics Pennsylvania (SOPA). In 2017, the event raised more than \$410,000 and engaged more than 3,100 participants in support of our athletes. As a partner of the Paterno Family Beaver Stadium Run, not only are you aligning your brand with one of the most powerful social movements in the world, you are also providing opportunities for the lives of our athletes, from across the Commonwealth, to be transformed.



# Presenting Sponsor - \$100,000 (1 Available)

## *Package Includes:*

- Official Presenting Sponsor of the Beaver Stadium Run benefitting Special Olympics PA
- Full promotional rights, including license to use SOPA marks
- Extensive media coverage from television, newspaper, radio and online partners + your logo on several donated digital billboards throughout PA in March and April
  - Your logo on a BSR 30-second promotional PSA airing across PA during March/April
  - Your logo on full page (donated) ad in the official PSU Alumni Quarterly Magazine
  - Sponsor recognition in all press releases/media alerts for the event
- Extensive publicity during race weekend (banners, product displays, booth, etc.)
- Logo prominently displayed on front and back of commemorative Beaver Stadium Run T-shirt given to all event participants
- Logo on SOPA website ([www.specialolympicspa.org](http://www.specialolympicspa.org)) and on [www.StadiumRun.org](http://www.StadiumRun.org) site year-round
- Logo on promotional materials touting the event
- Logo recognition through the following additional digital media:
  - Digital newsletter sent to more than 30,000 athletes, coaches, volunteers, board, and donors
  - Two exclusive recognition posts via SOPA Social Media accounts: Twitter (@specialolympipa) and Facebook (Special Olympics PA)
- Opportunity for company representative to speak and pose for a check presentation with SOPA President and other dignitaries at pre-race ceremony
- Announcements during pre-race music/entertainment prior to the event (audience of 5,000 participants and spectators)
- 30 Invites to a VIP Reception the evening before the Run
- Premier employee volunteer opportunity during BSR or at a future SOPA competition or event (Optional)
- Your contribution underwrites the full participation of more than 500 athletes for all 3 days of Summer Games at PSU in June
- Unlimited number of company representatives (including family members) invited to participate in the Beaver Stadium Run/Walk



# Alumni/Student Sponsor – \$50,000 (2 available)

## *Package Includes:*

- Official Presenting Sponsor of one of the following groups: PSU Alumni or Current PSU Student Body
- Full promotional rights, including license to use SOPA marks
- Extensive media coverage from television, newspaper, radio and online partners
  - Your logo on full page (donated) ad in the official PSU Alumni Quarterly Magazine
  - Sponsor recognition in all press releases/media alerts for the event
- Extensive publicity during race weekend (banners, product displays, booth, etc.)
- Logo prominently displayed on back of commemorative Beaver Stadium Run T-shirt given to all event participants
- Logo on SOPA website ([www.specialolympicspa.org](http://www.specialolympicspa.org)) and on [www.StadiumRun.org](http://www.StadiumRun.org) site year-round
- Logo recognition through the following additional digital media:
  - Digital newsletter sent to more than 30,000 athletes, coaches, volunteers, board, and donors
  - One exclusive recognition post via SOPA Social Media accounts: Twitter (@specialolympipa) and Facebook (Special Olympics PA)
- Opportunity for company representative to speak and pose for a check presentation with SOPA President and other dignitaries at pre-race ceremony
- Announcements during pre-race music/entertainment prior to the event (audience of 5,000 participants and spectators)
- 15 Invites to a VIP Reception the evening before the Run
- Premier employee volunteer opportunity during BSR or at a future SOPA competition or event (Optional)
- Your contribution underwrites the full participation of more than 250 athletes for all 3 days of Summer Games at PSU in June
- 250 Company reps or Alumni/Students invited to participate in the event via your sponsorship

# Gold Sponsor – \$25,000 (2 available)

## *Package Includes:*

- Official Presenting Sponsor of one of the following: 2 mile course (walkers); 5K course (runners)
- Full promotional rights, including license to use SOPA marks
- Extensive media coverage from television, newspaper, radio and online partners
  - Sponsor recognition in all press releases/media alerts for the event
- Extensive publicity during race weekend (banners, product displays, booth, etc.)
- Logo prominently displayed on back of commemorative Beaver Stadium Run T-shirt given to all event participants
- Logo on SOPA website ([www.specialolympicspa.org](http://www.specialolympicspa.org)) and on [www.StadiumRun.org](http://www.StadiumRun.org) site year-round
- Logo recognition through the following additional digital media:
  - Digital newsletter sent to more than 30,000 athletes, coaches, volunteers, board, and donors
- Opportunity for company representative to speak and pose for a check presentation with SOPA President and other dignitaries at pre-race ceremony
- 10 Invites to a VIP Reception the evening before the Run
- Employee volunteer opportunity during BSR or at a future SOPA competition (Optional)
- Your contribution underwrites the full participation of more than 125 athletes for all 3 days of Summer Games at PSU in June
- 125 company representatives (including family members) invited to participate in the Beaver Stadium Run/Walk

# Silver Sponsor – \$10,000

## *Package Includes:*

- Extensive publicity during race weekend (banners, product displays, booth, etc.)
- Logo prominently displayed on back of commemorative Beaver Stadium Run T-shirt given to all event participants
- Logo recognition through the following additional digital media:
  - Beaver Stadium Run website [www.StadiumRun.org](http://www.StadiumRun.org)
  - Digital newsletter sent to more than 30,000 athletes, coaches, volunteers, board, and donors
- Opportunity for company representative to speak and pose for a check presentation with SOPA President and other dignitaries at pre-race ceremony
- 5 Invites to a VIP Reception the evening before the Run
- Employee volunteer opportunity during BSR or at a future SOPA competition (Optional)
- Your contribution underwrites the full participation of more than 50 athletes for all 3 days of Summer Games at PSU in June
- 40 company representatives (including family members) invited to participate in the Beaver Stadium Run/Walk

# Bronze Sponsor – \$5,000

## *Package Includes:*

- Logo displayed on back of commemorative Beaver Stadium Run T-shirt given to all event participants
- Publicity during race weekend (banners, sponsor announcements)
- Logo recognition through the following additional digital media:
  - Beaver Stadium Run website [www.StadiumRun.org](http://www.StadiumRun.org)
  - Digital newsletter sent to more than 30,000 athletes, coaches, volunteers, board, and donors
- 3 Invites to a VIP Reception the evening before the Run
- Your contribution underwrites the full participation of more than 25 athletes for all 3 days of Summer Games at PSU in June
- 25 company representatives (including family members) invited to participate in the Beaver Stadium Run/Walk

# Benefactor Sponsor – \$2,500

## *Package Includes:*

- Logo displayed on back of commemorative Beaver Stadium Run T-shirt given to all event participants
- Publicity during race weekend (banner)
- Logo recognition on Beaver Stadium Run website [www.StadiumRun.org](http://www.StadiumRun.org)
- 2 Invites to a VIP Reception the evening before the Run
- Your contribution underwrites the full participation of 12 athletes for all 3 days of Summer Games at PSU in June
- 15 company representatives (including family members) invited to participate in the Beaver Stadium Run/Walk

# Event Sponsor – \$1,000

## *Package Includes:*

- Logo displayed on back of commemorative Beaver Stadium Run T-shirt given to all event participants
- Publicity during race weekend (banner)
- 1 Invite to a VIP Reception the evening before the Run
- Your contribution underwrites the full participation of 5 athletes for all 3 days of Summer Games at PSU in June
- 8 company representatives invited to participate in the Beaver Stadium Run/Walk





***Special  
Olympics  
Pennsylvania***

For more information on being a partner  
and aligning your brand with this powerful event,  
please contact Eric at:

[\*\*ecushing@specialolympicspa.org\*\*](mailto:ecushing@specialolympicspa.org)

or call **610-630-9450 ext. 229**

[\*\*www.StadiumRun.org\*\*](http://www.StadiumRun.org)