There are many resources available to Local Programs and Regional Teams (programs within a region) for use in branding, marketing and recruiting. These resources are customizable for each program and can be edited as needed. Some very important materials have been made available to every local program via our Special Olympics PA (SOPA) website, but can also be accessed through our **SOPA Dropbox at http://www.tinyurl.com/SOPADropbox**.

Where to Find the Dropbox

In addition to being linked above, the SOPA Dropbox can also be found on the SOPA website. Click the Volunteer Resources tab and then click Volunteer Center. In the menu of options, select resources. In the dropdown menu, click on "Communications" and scroll down until you see the Dropbox link among other resources.

File Organization

In addition to housing Local Program and Regional Team folders that contain a variety of brand guidelines and design files, the SOPA Dropbox contains folders with helpful materials in the following categories:

- **50th Anniversary Toolkit:** SOPA celebrated its 50th Anniversary in 2020 and will continue far into 2021
- **Local Program Folders:** Contain design files for banners, social media avatars, uniforms, business cards, and other templates that have been individualized for each program
- **Regional Team Folders:** Contain design files for regional team logos, uniforms and social media avatars
- **Brand Guidelines:** PowerPoint slides explaining our brand guidelines for local programs and regional teams
- **Marketing Tools:**
  - Fact Sheet (General SOPA fact sheet)
  - Marketing Toolkit (Contains athlete and volunteer recruitment materials)
  - Marketing & Communications Manual for Local Programs
  - Organizational Snapshot One Pagers (Athlete Leadership, Healthy Athletes, IUS, Young Athletes and more)
  - Messaging (Brochure copy, talking points, style guide)
  - Special Olympics Sports Icons (Stick figure sports icons)
- **Professional Use Artwork (for professional printing):**
  - Business Card Files (Professional InDesign Folder); Professional Business Card Microsoft Word (Files for in-house printing)
  - Professional Letterhead, envelopes
  - Dynamic Curve (Design files) - The Dynamic Curve is a graphic device that give our communications a recognizable house style and protects the SOPA mark from other graphic elements on the page.
- **More Than Sports:**
  - Unified Sports Marks
  - Young Athletes Program
- **Press Release Templates/Statewide Media List**
- **Social Media:** Social Media Policy, Guide and "How-To" documents
- **SOPA Logos:** SOPA Logo 1-Line, SOPA Logo 2-Line, SOPA Logo Centered

If you have any questions about the above documents, or would like to see some additional tools developed to assist you with brand transition, please contact Nicole Jones at njones@specialolympicspa.org or Hailey Fuzak at hfuzak@specialolympicspa.org.

How to Download Materials from the Dropbox

File Download:
1. Click on the file you wish to download
2. In the top right-hand corner of the screen, click download
3. Select direct download and the file will download straight to your computer.