

# 50<sup>th</sup> Anniversary and Major Gifts Campaign



## Timeline:

3 Year Campaign – January 2018 through December 2020

## Campaign Goal:

\$4.0 million - \$1.33 million each year above and beyond current revenue/budget

How? Corporate/Foundation/Individual Major Gifts; Hero Funds – Tentative – Final Feedback this Weekend

Why? Why are we doing a Campaign? How will it help me and our athletes locally?

# Key 50<sup>th</sup> Anniversary Dates



- July 2018:** 50<sup>th</sup> Anniversary of SO
  - Team PA at USA Games
  - Seattle, July 1-6*
  - Chicago Events – July 17-22



- March 2019:** World Summer Games – Abu Dhabi
- June 2019:** 50<sup>th</sup> Anniversary PA Summer Games

- Jan 2020 – Dec 2020:** SOPA's 50<sup>th</sup>
  - Special Event(s) TBD

# SOPA Update



**Eric Cushing – 3 p.m. – 4 p.m. – Room 106**

**Local Program Shared Revenue Opportunities  
around this Campaign/50<sup>th</sup>**

**Your input Needed! Additional Details to Share!**