



The Rafer Johnson
BREAKFAST
WITH CHAMPIONS
2024

AT
SUMMER
GAMES

SPONSOR PROPOSAL

Saturday

June 8th 11 a.m. | CSULB - Student Union

*Special
Olympics*
Southern California



www.sosc.org/bwc



EVENT DETAILS

WHEN

Saturday, June 8, 2024

11:00 a.m.

WHERE

CSULB Student Union

THE RAFER JOHNSON BREAKFAST WITH CHAMPIONS COMMITTEE

CHAIR: TOM STEVENS

BETSY JOHNSON
BILL BRYAN
DAVID HALBERSTADTER
KENNY CHRISTMAS
RYAN DRITZ
STANLEY H. GREEN
TYLER DRITZ

ABOUT SPECIAL OLYMPICS SOUTHERN CALIFORNIA

SOSC enriches the lives of athletes with intellectual disabilities through sports, health, and leadership programs. SOSC helps athletes become more independent, build self-esteem, and live healthier lives. They inspire people to open their hearts and create more accepting and inclusive communities. All Special Olympics programs are free to the athletes and their families thanks to fundraisers like The Rafer Johnson Breakfast With Champions.



PROGRAM

WELCOME

TOM STEVENS

Rafer Johnson Breakfast With Champions, Event Chair

SOSC UP TO THE MINUTE

KELLY POND - SOSC President & CEO

KEYNOTE SPEAKER

BILL SHUMARD

ATHLETE PARENT

MICHELE JOSS-HOUGHTON - Parent Speaker

ATHLETE

SASHA CRUZ - Athlete Speaker

**Special
Olympics**
Southern California



2024 BREAKFAST WITH CHAMPIONS SPONSOR LEVELS & BENEFITS

Benefit	Title Sponsor \$25,000	Co-Presenting Sponsor \$15,000	Breakfast Sponsor \$10,000	Champion Sponsor \$5,000	Partner \$3,000	Supporter \$1,000
Rights & Logo						
Designation as an "Official Breakfast With Champions Title Sponsor"	✓					
Usage of SOSC and Breakfast With Champions logo/name	✓	✓				
Seating for two guests at the Keynote Speaker's table	✓	✓				
Access to SOSC photo/video library and athlete speakers	✓	✓	✓			
Logo inclusion on prominent signage around the event	✓	✓	✓			
Advertising, Marketing Collateral & Social Media						
Website- Event Home Page, Event Sponsor Page, and SOSC Sponsor Page	All - Logo	Event Sponsor Logo	Event Sponsor Logo	Event Sponsor Name		
Recognition in Summer Games Program	✓	✓				
Media: Logo/Name recognition on event-related press releases, invite to media day	All	Press Release Mention	Press Release Mention			
Social Media- Facebook (F) Twitter (T) Instagram (I)	All x 2	All x 1	All x 1			
On-Site Benefits						
Opportunity to provide signage to be placed around Event site	✓	Around Venue	Around Venue			
Opportunity to provide one premium item for use around Event site (i.e. pom poms, cheer sticks)	✓	✓	✓			
Opportunity to host booth space within the Festival, display signage and provide giveaways/ promotional items; conduct company or SOSC-rented interactive game/activity	10' x 20'+	10'x20'	10'x20'			
Sponsor award presented at BWC	✓	✓	✓	✓		
Olympian/Sports Champion seated at your table (Optional)	✓	✓	✓			
Opportunity for executives to present medals to athletes	✓	✓	✓	✓		
Access to Honored Guest tent during Summer Games	✓	✓	✓	✓		
Guided tour of Summer Games	✓	✓	✓	✓		
Priority volunteer spots held for employees through May 23	✓	✓	✓		At Booth	
Event Seating	32	24	16	8	6	4
Custom Ad in Breakfast With Champions Event Program	Back Page	Full Page	1/2 Page	1/4 Page		

ABOUT RAFER JOHNSON

For decades, Rafer Johnson has shined both on and off the sports field. In the 1960 Olympic Games, he was USA team captain and won the gold medal in the decathlon. In 1984, Rafer lit the cauldron to open the Olympics in Los Angeles. While Rafer's celebrity came from sports, he used his influence to change the world. Along with supporting dozens of charities, he founded Special Olympics California in 1969. SOSC will carry on Rafer's legacy to be "The Best We Can Be."

2024 SPONSOR INFORMATION

Company Name: _____

Your Name: _____ Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____ Email: _____

Phone: () _____ Cell: () _____ Fax: () _____

PLEASE INDICATE SPONSORSHIP LEVEL

- \$25,000 Title Sponsor \$15,000 Co-Presenting Sponsor \$10,000 Breakfast Sponsor
 \$5,000 Champion Sponsor \$3,000 Partner \$1,000 Supporter

I/We wish to honor Rafer Johnson and the athletes of
Special Olympics Southern California with a donation of \$ _____

PAYMENTS TO SPECIAL OLYMPICS SOUTHERN CALIFORNIA

I/We wish to pay by (please check one): Check VISA MasterCard Amex

Name on Card _____

Credit Card # _____ Exp. Date _____ CID _____

Signature _____

Enclosed is payment in the amount of \$ _____

*Payment can also be made at SOSC.ORG/BWC

SPONSOR RECOGNITION INFORMATION

As part of your sponsor benefits, you will receive recognition at the event if you confirm sponsorship by the deadline of May 19, 2024. Please list your company, organization or name as you would like it to appear:

LOGO REQUIREMENTS

Email jlucero@sosc.org with your logo as soon as possible in one of the following formats: .ai, .eps Illustrator, vector-based file with all of the fonts outlined. If you do not have a logo, we will use the above sponsor recognition information unless notified otherwise.

Please return information sheet to: Special Olympics Southern California - Breakfast With Champions,
1600 Forbes Way, Suite 200, Long Beach, CA 90810, Fax: 562.502.1119 or Email: jlucero@sosc.org

FRIDAY, MAY 19, 2024 IS THE DEADLINE FOR LOGO/NAME TO BE SUBMITTED

WWW.SOSC.ORG/BWC