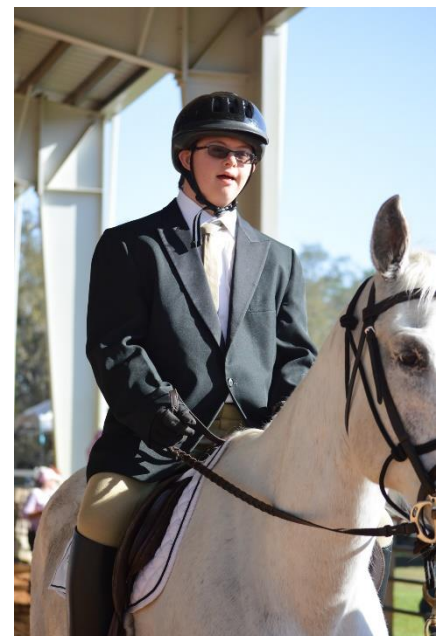




Partnership Activation Tool Kit for Lions Clubs





About Our Partnership

We are thrilled to partner with the Lions Clubs of Florida to bring the joy of sport to children and adults with intellectual disabilities. Special Olympics Florida athletes from across the state will qualify this year to represent Team Florida at the 2022 Special Olympics USA Games, taking place in Orlando in June 2022. Thanks to the Lions' support and commitment to Team Florida, our Special Olympics Florida athletes will be able to pursue their dreams and create cherished memories as they compete in this once-in-a-lifetime event.



About Special Olympics Florida

Special Olympics Florida provides year-round sports training and competition in a variety of Olympic-type sports for people with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, and experience joy. We serve more than 60,000 athletes, with the help of over 38,000 dedicated coaches and volunteers statewide. Volunteers, donors, and supporters like the Lions of Florida are so important to the success of our programs.

Team Florida: By the Numbers

Team Florida is made up of qualifying Special Olympics Florida athletes from across the state who will come together and compete at the 2022 Special Olympics USA Games. Leading up to the Games, our athletes will participate in multiple training camps and will have put in many hours of preparation to compete. Funds raised by the Lions will help athletes with their training, transportation and uniform needs, to ensure Team Florida has everything they need to be successful on the playing field.



Thank you so much to the Lions of Florida for helping Team Florida go for the gold!



Fundraising Tips



Share your fundraising link on social media. Here are a couple of posts to get you started!

Did you know that 472 athletes & Unified partners will be representing Team Florida at the 2022 Special Olympics USA Games in Orlando? Your donation will help cover uniforms and travel expenses for athletes to attend this once-in-a-lifetime event. Use the link below and let's support Team Florida together!

The 2022 Special Olympics USA Games is coming to Florida! Help me and the Lions Clubs of Florida in our fundraising efforts to support Team Florida, who is ready to take the gold. All donations go directly towards supporting Team Florida for the 2022 Special Olympics USA Games.

How Your Club Can Raise \$1,000 or more

- Host a fundraising event with your Club, such as a restaurant fundraiser or a pancake breakfast
- Invite a Special Olympics Florida athlete to speak at a virtual meeting and encourage donations from attendees
- Ask each Club member to:
 - Send an email to their friends and family to ask for their support and include a link to your Club page
 - Make at least two posts on their favorite social media site using the templates above
- Be creative with what works best for your Club!



Become Involved Locally



There are many ways to engage your Club members in local Special Olympics Florida initiatives:

- Club members can volunteer at local events, with the opportunity to have information tables at Area Games specifically.
- Volunteer at an Opening Eyes optometry screening as a general volunteer or health professional volunteer.
- Bring your Club out to a local competition and cheer on our athletes as “fans in the stands”.
- Invite an athlete leader to speak at one of your Special Olympics Florida fundraisers (note: our athlete leaders *love* to have these opportunities, but Clubs should limit these invites to no more than 1-2 annually to ensure that we can manage potential asks from all Clubs across the state).
- Become a coach or Unified partner and help our athletes succeed on the playing field

Visit this [interactive map](#) to learn more about your Special Olympics Florida local program. Reach out to your Operations and Community Engagement contacts to become involved locally.



Special Olympics Florida Logo



You can download the Special Olympics Florida logo from [this Dropbox folder](#). (Note: the logo should not be placed on an item that will be used for resale, even if the product is sold to benefit Special Olympics Florida). If you use our logo on any collateral, you will need to send it to us for approval first, prior to anything being printing or distributed.

Your Special Olympics Florida Contacts

For any questions, we are here to help!

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SPECIAL OLYMPICS
USA GAMES
ORLANDO 2022



**2022 USA Games Brand & Logo Use
&
Point of Contact Information for Lions Clubs:**

The 2022 USA Games are proud to partner with Lions Clubs.

To view the USA Games Brand Guidelines including the Games logos and the rules for their use, click the link below. You will be directed to a Dropbox website where you will be able to directly download these resources. There is no need to have a Dropbox account to access the information.

[Click Here](#)

NOTE: All instances of Games logo use does require Games approval prior to distribution

**Your 2022 USA Games contacts for any questions you
may have about the Games include:**

Sheryl Perez
**Director, Partnerships
& Development**

**Lions Club / 2022 Games Partnership
Main Point of Contact**

Contact Sheryl for logo use approval and/or
any questions about the 2022 USA Games
SherylP@2022USAGames.org

Amy Wise
**Chief Development &
Marketing Officer**

**Responsible for all USA Games
Partnerships & Marketing Efforts**
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Special Olympics Florida is raising awareness about the abilities of people with intellectual disabilities & showcasing the skills and dignity of our athletes. Thank you for being an important part of this, embracing the human touch and showing love, respect and kindness to people of all abilities.