



The Principles

Honor the history of the
Law Enforcement Torch Run.

Fulfill the responsibilities of Agency Coordinator by
following the procedures and guidelines in the
Arizona Law Enforcement Torch Run manual.

Develop, foster, and nurture cooperative relationships
between Special Olympics and the Law Enforcement
Torch Run, and increase awareness and build bridges
between communities, athletes, agencies, and sponsors.

Live my passion; leave a legacy.

Special Olympics and the Torch Run

The partnership between Special Olympics and the Law Enforcement Torch Run® is about more than just raising money. It is a commitment to the community and to helping Special Olympics athletes reach their goals and realize their dreams through sports competition. Developing and nurturing that relationship happens naturally when athletes are included in Torch Run activities, and they are treated with dignity and respect.



Including Special Olympics Athletes In The Torch Run

Special Olympics programs work hard to change the public's perception of the organization as a "once-a-year track meet for handicapped kids." Special Olympics athletes are capable athletes who through training and discipline gain many physical and social skills; and no one tells the Special Olympics story better than Special Olympics athletes. So what better way to tell that story and demonstrate their skills to the public—a public that is only beginning to attend Special Olympics Games as spectators—than to include athletes as runners and Torch bearers in all legs of the Torch Run.

Including Special Olympics athletes enhances the positive image of law enforcement and our involvement with Special Olympics. Public interaction between Torch Run participants and Special Olympics athletes increases the participants' commitment to Special Olympics, both in reality and in the public's perception. Finally, interacting with Special Olympics athletes gives us a chance to really learn about intellectual disabilities and the nature of the unique abilities of these athletes—a learning experience that will serve us well in both our personal and professional lives.

The image we want to present is one of fully-participating athletes. We recognize that the many sections of each leg will have varying capacities to field athletes who can run and carry the Torch comfortably. Be creative in other ways to increase the visibility of Special Olympics athletes through the Torch Run. Please contact the Special Olympics Area Director in your region to help recruit athletes (contact information is included under the **Contacts** tab).

Public Relations¹

Introduction

It is important that the Law Enforcement Torch Run® and Special Olympics Arizona state office work together as a team to generate publicity. It is also important for the Special Olympics Arizona state office to be aware of any publicity that you or your agency is generating, as the state office occasionally gets phone calls from the media looking for information.

Many agencies have had success with engaging their agency's Public Information Officers. If this is an option for you, please provide them with this information.

Law Enforcement Torch Run® for Special Olympics Messaging

Providing the public and media with the same messages around the world is important for the brand and image of the Law Enforcement Torch Run® and the Special Olympics movement. Consistency is the key to success in building the Special Olympics image.

¹ More detailed public relations and Special Olympics Arizona information can be found under the **Public Relations Information** tab.

Key Talking Points about the Law Enforcement Torch Run®

- The Law Enforcement Torch Run® is the largest grassroots fundraiser and public awareness vehicle for Special Olympics in the world.
- Since its inception, the Law Enforcement Torch Run® for Special Olympics has raised \$260 million worldwide, with \$34 million raised just in 2008.
- Law enforcement personnel act as Guardians of the Flame®, ensuring the delivery of the *Flame of Hope* to local, state, national, and international Special Olympics Games.
- More than 100,000 law enforcement personnel in all 50 U.S. states, all Canadian provinces, and 31 countries carry the *Flame of Hope* through the streets for their local, state, or national Special Olympics Games.
- Law Enforcement personnel have long been good friends to Special Olympics. They have emerged as champions of Special Olympics athletes everywhere. They have encouraged the athletes to aspire to their highest potential and compete against their personal best. They have helped to make many dreams come true, often against seemingly insurmountable odds.
- The Law Enforcement Torch Run® for Special Olympics began in 1981 when Wichita, Kansas Police Chief Richard LaMunyon saw an urgent need to raise funds for and increase awareness of Special Olympics.
- The International Association of Chiefs of Police is the founding law enforcement organization for the Law Enforcement Torch Run® for Special Olympics.

Language Guidelines

Words matter. Words can open doors to enable people with disabilities to lead fuller, more independent lives. Words can also create barriers or stereotypes that are not only demeaning to people with disabilities, but also rob them of their individuality. The following language guidelines have been developed by experts in intellectual disabilities for use by anyone writing or speaking about people with disabilities to ensure that all people are portrayed with individuality and dignity.

Appropriate Terminology

- When referring to Torch Run activities in Arizona, make sure you refer to it as the Arizona Law Enforcement Torch Run for Special Olympics, not just Law Enforcement Torch Run.
- Refer to participants in Special Olympics Arizona as Special Olympics Arizona athletes rather than Special Olympians or Special Olympic athletes. (Note: SOI's Protocol Agreement with the International Olympic Committee forbids Special Olympics from using the words "Olympic" or "Olympian.")
- Refer to individuals, persons, or people as intellectually disabled or persons with an intellectual disability, rather than mentally retarded people or the mentally retarded.
- A person is intellectually disabled, rather than is suffering from, is afflicted with or is a victim of an intellectual disability.
- Distinguish between adults and children with an intellectual disability. Use adults or children, or older or younger athletes.
- A person uses a wheelchair, rather than is confined or restricted to a wheelchair.
- "Down syndrome" has replaced Down's Syndrome and mongoloid.
- Refer to participants in Special Olympics Arizona as athletes. In no case should the word appear in quotation marks.

- When writing, refer to persons with a disability in the same style as persons without a disability: full name on first reference and last name on subsequent references. Do not refer to an individual with an intellectual disability as “Bill” rather than the journalistically correct “Bill Smith” or “Smith.”
- A person is physically challenged or disabled rather than crippled.
- Use the words “Special Olympics” when referring to the worldwide Special Olympics movement.

Terminology to Avoid

- Do not use the label “kids” when referring to Special Olympics athletes. Adult athletes are an integral part of the program.
- Do not use the word “the” in front of Special Olympics unless describing a specific Special Olympics event or official.
- Do not use the adjective “unfortunate” when talking about persons with intellectual disabilities. Disabling conditions do not have to be life-defining in a negative way.
- Do not sensationalize the accomplishments of persons with disabilities. While these accomplishments should be recognized and applauded, people in the disability rights movement have tried to make the public aware of the negative impact of referring to the achievements of physically or mentally challenged people with excessive hyperbole.
- Use the word “special” with extreme care when talking about persons with intellectual disabilities. If used excessively in references to Special Olympics athletes and activities, the term can become a cliché.

Getting The Media Interested & Involved

Always remember that we don’t control the final outcome of the story, and getting your story in the news does not happen overnight. The process of media relations requires startup time to prepare a variety of materials and resources that will be instrumental to your efforts. Also, make sure you have identified your key spokesperson(s) and key topics to discuss.

Press Releases—Best for Newspapers and Magazines

When there is a news story to share with media, create a press release. The release conveys the message you want to share and should include quotes from a spokesperson. Please note, a press release is not the story that will be printed. Press releases are distributed via e-mail and occasionally by fax. When you distribute the release, the subject line of the e-mail should read: FOR IMMEDIATE RELEASE: followed by the headline of release.

Who To Contact: Editors, reporters (look for reporters with “beats” or topics relevant to your subject: nonprofit, community, sports). Do not send to publishers or advertising executives.

Calendar of Events Listings—Best for Newspapers and Magazines

In the case of an event you would like seen in the community calendars such as an LETR fundraiser, local sports competition, registration dates, etc., it is best to develop a Calendar of Events Listing as far in advance as possible. This should be one page and include Who, What, Where, When, About, Cost, Where To Go For More Information, and Media Contact Information.

Who To Contact: Editors, reporters (look for reporters with “beats” or topics relevant to your subject: nonprofit, community, sports). Do not send to publishers or advertising executives.

Media Advisories—Best for Newspapers, Magazines, TV, and Radio

The media advisory is to alert the media that you want them to actually attend the event to take photos, film a segment, or write a story. Remember, with TV and print it is all about the visuals.

Therefore, information included is very similar to that of the Calendar of Events Listing, but also provides more media-specific information. For example, when should the media arrive? Who will the media have access to for interviews, photographs, etc.? Who is the media contact person at the event and what is his/her cell phone number? (See example under **Public Relations Information** tab)

Who To Contact For Print: Editors, reporters, photographers (look for reporters with “beats” or topics relevant to your subject: calendars, nonprofit, community, sports).

Who To Contact For Broadcast: Assignment editors, producers

Verbal Confirmation & Pitches—Best for All Media

Picking up the phone and calling the individuals you have sent your information to is the best way to confirm that they received it. Remember, the media gets hundreds of e-mails, phone calls, and faxes a day and your event is just one of many. If they have no idea what you are talking about, ask them if they have a moment to hear about your event. If so, this is your chance to tell them why they can't miss it. After your phone call, always resend the information via e-mail.

For many LETR events, Special Olympics Arizona can assist with the media release upon receiving a *Public Relations (PR) Request* form from the Agency Coordinator. Experience has shown that if athletes are involved in fundraising events it is easier to create a story that will attract the interest of the media. Please call the Area Director in your region to recruit athletes for your event. Area Director contact information is located under the **Contacts** tab.

To increase the possibility of media coverage and guarantee a media release, a *Public Relations (PR) Request* form must be received by Ruth Sanchez two weeks before the event. In addition, one or two athletes must be involved. As soon as the required information is received, SOAZ will call the law enforcement personnel involved, as well as the athletes, and develop a story that will hopefully get coverage. The *Public Relations (PR) Request* form is available under the **Forms** tab.

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Sponsorship Program

Working closely with Special Olympics Arizona, the Torch Run Council has developed a sponsorship program (also referred to as a partnership program) that gives businesses, groups, and individuals the opportunity to donate to the Torch Run and receive well-deserved recognition in return. There are four sponsorship levels:

Presenting Partner (1)	\$25,000 Contribution
Gold Partner (unlimited)	\$10,000 Contribution
Silver Partner (unlimited)	\$ 5,000 Contribution
Bronze Partner (unlimited)	\$ 1,500 Contribution

To ensure that the partnership between Special Olympics Arizona and the Arizona Law Enforcement Torch Run is successful the following procedures have been developed:

- Notify Special Olympics Arizona and/or the Torch Run Council if you have made contact with a potential corporate sponsor.
- Be sensitive to the need for maximum exposure of corporate logos and personnel when staging Torch Run photo opportunities.
- Encourage corporate representatives to take part in the Torch Run. Nothing promotes the Torch Run's appeal more than experiencing it firsthand.

The following pages detail the benefits sponsors receive at each level. This information is provided solely for your information in helping determine what level might be the best fit for a potential sponsor. Professionally-printed sponsorship folders containing these pages and more are available for presentation to potential donors by contacting Ruth Sanchez (ruths@soaz.org). Ruth and other SOAZ staff members are available to assist you with approaching and securing a sponsor. Take advantage of their expertise to ensure compliance with all aspects of sponsorship.

Arizona Law Enforcement Torch Run For Special Olympics

Presenting Partner **\$25,000**

- ▶ Category exclusivity
- ▶ Full-page ad in Special Olympics Arizona Summer and Fall Games programs (estimated distribution 2,500)
- ▶ Prominent logo placement in Special Olympics Arizona newsletter (estimated distribution 10,000)
- ▶ Logo placement on Arizona Law Enforcement Torch Run For Special Olympics poster (estimated distribution 1,600)
- ▶ Prominent logo placement on Arizona Law Enforcement Torch Run For Special Olympics t-shirt (estimated distribution 6,000)
- ▶ Prominent logo placement as *Presenting Partner* on Arizona Law Enforcement Torch Run For Special Olympics Website
- ▶ Opportunity to stage “rest stops” along Torch Run route
- ▶ Opportunity to display two (2) banners at Special Olympics Arizona Summer and Fall Games
- ▶ Opportunity to staff one (1) display booth in Special Olympics Arizona Summer Games Olympic Village
- ▶ Recognition by emcee at Special Olympics Arizona Summer and Fall Games Opening and Closing Ceremonies
- ▶ Reserved seating at Special Olympics Arizona Summer and Fall Games Opening Ceremonies
- ▶ VIP parking at Special Olympics Summer and Fall Games Opening Ceremonies
- ▶ Photograph opportunities with athletes at Opening Ceremonies of Special Olympics Arizona Summer and Fall Games
- ▶ Recognition as *Presenting Partner* in Special Olympics Arizona ads in the *Arizona Republic*
- ▶ Recognition as *Presenting Partner* of the Arizona Law Enforcement Torch Run For Special Olympics in all press materials sent to media
- ▶ Opportunity to provide mail piece in “thank you” letters sent to Arizona Law Enforcement Torch Run For Special Olympics donors making a contribution of \$100 or more
- ▶ Invitations for two (2) partner representatives to attend the Arizona Law Enforcement Torch Run For Special Olympics annual Coordinators Conference
- ▶ Opportunity to provide promotional materials for Arizona Law Enforcement Torch Run For Special Olympics Coordinators Conference packets

Arizona Law Enforcement Torch Run For Special Olympics

Gold Partner
\$10,000

- ▶ Half-page ad in Special Olympics Arizona Summer and Fall Games programs (estimated distribution 2,500)
- ▶ Logo placement in Special Olympics Arizona newsletter (estimated distribution 10,000)
- ▶ Logo placement on Arizona Law Enforcement Torch Run For Special Olympics poster (estimated distribution 1,600)
- ▶ Logo placement on Arizona Law Enforcement Torch Run For Special Olympics t-shirt (estimated distribution 6,000)
- ▶ Logo placement on Arizona Law Enforcement Torch Run For Special Olympics Website
- ▶ Opportunity to display two (2) banners at Special Olympics Arizona Summer and Fall Games
- ▶ Recognition by emcee at Special Olympics Arizona Summer and Fall Games Opening and Closing Ceremonies
- ▶ Reserved seating at Opening Ceremonies of Special Olympics Arizona Summer and Fall Games
- ▶ VIP parking at Opening Ceremonies of Special Olympics Arizona Summer and Fall Games
- ▶ Photograph opportunities with athletes at Opening Ceremonies of Special Olympics Arizona Summer and Fall Games
- ▶ Recognition as a *Gold Partner* of the Arizona Law Enforcement Torch Run For Special Olympics in all press materials sent to media
- ▶ Opportunity to provide mail piece in “thank you” letters sent to Arizona Law Enforcement Torch Run For Special Olympics donors making a contribution of \$100 or more
- ▶ Invitations for two (2) partner representatives to attend the Arizona Law Enforcement Torch Run For Special Olympics annual Coordinators Conference
- ▶ Opportunity to provide promotional materials for Arizona Law Enforcement Torch Run For Special Olympics Coordinators Conference packets

Arizona Law Enforcement Torch Run For Special Olympics

Silver Partner — \$5,000

- ▶ Quarter-page ad in Special Olympics Arizona Summer and Fall Games programs (estimated distribution 2,500)
- ▶ Name placement in Special Olympics Arizona newsletter (estimated distribution 10,000)
- ▶ Name placement on Arizona Law Enforcement Torch Run For Special Olympics poster (estimated distribution 1,600)
- ▶ Name placement on Arizona Law Enforcement Torch Run For Special Olympics Website
- ▶ Opportunity to display one (1) banner at Special Olympics Arizona Summer and Fall Games
- ▶ Recognition by emcee at Special Olympics Arizona Summer and Fall Games Opening and Closing Ceremonies
- ▶ Reserved seating at Opening Ceremonies of Special Olympics Arizona Summer and Fall Games
- ▶ Recognition as a partner of the Arizona Law Enforcement Torch Run For Special Olympics in all press materials sent to media
- ▶ Invitations for two (2) partner representatives to attend the Arizona Law Enforcement Torch Run For Special Olympics annual Coordinators Conference
- ▶ Opportunity to provide promotional materials for the Arizona Law Enforcement Torch Run For Special Olympics Coordinators Conference packets

Arizona Law Enforcement Torch Run For Special Olympics

Bronze Partner — \$1,500

- ▶ Eighth-page ad in Special Olympics Arizona Summer and Fall Games programs (estimated distribution 2,500)
- ▶ Name placement in Special Olympics Arizona newsletter (estimated distribution 10,000)
- ▶ Name placement on Law Enforcement Torch Run Website
- ▶ Opportunity to display one (1) banner at Special Olympics Arizona Summer and Fall Games
- ▶ Recognition by emcee at Summer and Fall Games Opening and Closing Ceremonies
- ▶ Recognition as a partner of the Arizona Law Enforcement Torch Run For Special Olympics in all press materials sent to media
- ▶ Invitations for two (2) partner representatives to attend the Law Enforcement Torch Run annual Coordinators Conference
- ▶ Opportunity to provide promotional materials for Coordinators Conference packets