

Team **NORCAL**

2026 USA GAMES

2026 SPONSORSHIP OPPORTUNITIES



**Special
Olympics**
Northern California



JOIN THE JOURNEY

The 2026 USA Games will be a moment in history—help us make it unforgettable

The 2026 Special Olympics USA Games isn't just a competition — it's a triumph of the human spirit. Scheduled for June 20-26, 2026 across Minnesota's Twin Cities, the USA Games will be one of the biggest U.S. sporting events of the year, drawing tens of thousands of fans onsite. In addition, ABC and ESPN's suite of networks will provide coverage throughout the week reaching hundreds of thousands of viewers. Together we'll celebrate the ability of incredible U.S. athletes who will be competing in 16 Olympic-type team and individual sports.

Every four years, USA Games bring an unrivaled opportunity for sparking new energy around the Special Olympics movement, creating a lasting legacy of positive change.



USA GAMES *(Minnesota, June 2026)*

3K

**Athletes
Competing**

75K

Fans

1.5K

Coaches

50

States

WATCH THE TRAILER



sonc.org/usa-games

Team NORCAL

2026 USA GAMES

Special Olympics NorCal uses sports to jumpstart change and spark joy. Through play, we unite people with and without intellectual disabilities to create a more connected community.

In advance of each USA Games, Special Olympics NorCal athletes, Unified Partners and coaches are hand-selected earning their spot on the NorCal delegation.



DELEGATION BY THE NUMBERS

56

Athletes

12

Unified Partners

20

Coaches



SPORTS



Soccer



Swimming



Tennis



Track & Field



Golf



Basketball



Bocce



Bowling



Flag Football



SPECIAL OLYMPICS NORCAL FOOTPRINT

29K+

Social media followers

80K+

Newsletter subscribers

16K+

Monthly visits
to sonc.org

28.5K+

Athletes

23K+

Volunteers

9.4K+

Coaches

Presenting Sponsor

CORPORATE CHAMPION

\$250K

Be the face of unity and impact for the entire NorCal Delegation and our USA Games Journey!

- Extend visibility and engagement across multiple marquee events
- Deepen brand integration with athlete stories and community impact
- Provide sustained media and employee engagement opportunities

BENEFITS:

Brand Integration:

- **Custom co-branded logo lock-up:** your company's mark seamlessly integrated into Team NorCal's composite logo, featured in digital & video assets, as well as press outreach
- **Team NorCal's "Road to Minnesota" video series:** sponsorship of a high-end produced video series documenting Team NorCal's journey to the Games
- **Athlete Ambassador Program:** Select 2 Athlete Leaders to align as a brand ambassador, featured in your external or internal marketing campaign
- **USA Games sizzle video:** Sponsor logo to be integrated in USA Games promo video end-card
- **Brand inclusion at Athlete Training Camp and official farewell celebration sendoff(s)** for athletes
 - › One (1) branded item included **athlete swag bags**

VIP Experience at 2026 USA Games:

- 6 Honorary **Guest Credentials**
- Private dinner with Team NorCal athletes and coaches
- Invitation to **Founder's Reception, Honored Guest Reception, Opening Ceremony**, access to the **VIP Lounge**
- Opportunity to **award medals to athletes**

Employee Engagement Activation:

- **Kickoff event** announcing the partnership to include Team NorCal athletes, your leadership team and employees
 - › **Hosted lunch & learn**, bespoke to your company (i.e. importance of diversity in the workplace) fostering internal awareness & engagement in USA Games partnership

BENEFITS:

(Continued)

18-Month Digital Campaign

- **Sponsored integration** across SONorCal's website, social & email platforms, specific to Team NorCal + Summer Games
 - › Sponsor of Team NorCal **Blog Series** (*min. of 3 blogs*)
 - › Sponsor of Team NorCal **"Road to Minnesota" Email Series** (*min. of 3 deployments*)
 - › Inclusion in monthly **SONorCal e-newsletters** (*database 80K+*)
 - › **Social media exposure** (*min. of 6 social posts with a footprint of 29K+*)
 - › **Dedicated landing page** on SONorCal's website, featuring a company profile, executive testimonial, photos, and backlink to your preferred webpage
- **Daily updates** from your USA Games NorCal Teams to share across social channels

Visibility in Team NorCal's Official USA Games Press Outreach

- **Joint media release** announcing official Team NorCal / USA Games partnership
- **"Presented by" language** included in all media outreach & stories pitched to NorCal sports, TV news stations, radio & print outlets
- Company executive interviewed & featured in episode of Special Olympics NorCal's exclusive web series, **"The Special Report"**

Gold Sponsorship at 2026 and 2027 Summer Games

- Broad exposure as a **Gold Sponsor at Summer Games** (*2 consecutive years – a value of \$100k*) including VIP experiences with Summer Games keynote speaker, co-branded merch as the "Official Team NorCal Sponsor"
- **Premiere volunteer spots** to engage your company employees at Summer Games
- **Brand integration** across digital channels & prominent event signage including a "Road to Summer Games" video series
- **Honored Guest Experience** Sponsorship & Opening Ceremony inclusion

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*If you are doing something that's making a difference, no matter at what level, whether it's doing something in the world, in your community, or in your school – you are **Special.***

Joe Montana,
San Francisco 49ers &
Football Hall of Famer



BENEFITS:

(Continued)

Team NorCal Wearables

- Logo integration into **(2) premium Team NorCal accessories**
 - › Foam Fingers (for Opening Ceremony) + one (1) Tier 1 item *i.e. hoodie, cooling towels, duffle/travel bags, umbrellas, water bottles, neck pillows, bucket hats
 - › Logo integration into **polos provided to non-delegation SONorCal representatives, VIPs and Honored Guests** to be worn throughout the Games

Depiction only, final product will be customized with brand



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The reason Special Olympics NorCal is such a fantastic investment is you see the return on investment right away. You see it in the pride an athlete has when they compete and in the excitement of their families. You see it in the schools they are in, and the confidence they bring and their ability to break down barriers. It is an ROI not just in joy, or happiness or confidence... but in building better communities.



Cindy Chavez,
Former Santa Clara
County Supervisor

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Training Camp & Farewell Event Sponsorship

MVP PARTNER

\$125K

The pre-game partner for Team NorCal! Warm up with the athletes as the exclusive partner of training camp and sponsor of official farewell celebration sendoff(s) to USA Games!

- Demonstrate brand leadership in health & wellness
- Share authentic content through athlete stories & community impact
- Connect shared mission to employee engagement opportunities

BENEFITS:

Event Leadership:

- **Prominent recognition**, including a 'Presented By' Wellness Lounge, at **Team NorCal's Training Camp** (Feb. 28 & March 1, 2026 at Camp Via West in Cupertino)
 - › Branded space for athletes to relax and connect emotionally
 - › Sponsor-led wellness activations (e.g., yoga, hydration stations, etc.)
 - › Recognition as healthy meals & fuel sponsor for athletes
 - › Exclusive photo booth sponsor
- Recognition at **Official Athlete Farewell Celebration Sendoff(s)** (June 19, 2026)
 - › Exposure at airport send-offs with athletes & families
 - › Co-branding of signage and photo-op athlete wall
 - › Co-branding of athlete travel bag tags or hotel door tags

Brand Integration:

- **USA Games Reveal video:** Sponsor logo integrated into USA Games announcement video end-card
- **Team NorCal Uniform Reveal video:** Logo integration into the video end card
- **Athlete Ambassador Program:** Select one Athlete Leader to align as a brand ambassador, featured in your external or internal marketing campaign
- Custom USA Games content & logo integration into **SONorCal's Health & Wellness newsletter** (Summer 2026)
- **Sponsor recognition at a 2026 NorCal Flagship event** of your choice, i.e. Polar Plunge, Bike the Bridges, High Tech Challenge, Fall Games, Guardian Games (excludes Summer Games)

BENEFITS:

(Continued)

VIP Experience at USA Games:

- 4 Honorary **Guest Credentials**
- Private dinner with Team NorCal athletes and coaches

Company-wide Challenge:

- **Engage your employees** in a friendly corporate competition to support athletes (*e.g., steps challenge, fundraising race, office vs. office battle*)

Digital Campaign

- **Sponsored integration** across SONorCal's website, social & email platforms, specific to Team NorCal
 - › **Prominent branding in Team NorCal athlete digital portal:** Training Camp hub
 - › Presenting sponsor of **Team NorCal Blog Series** (*min. of 2 blogs*)
 - › **Social media exposure** (*min. of 3 social posts with a footprint of 29K+*)
 - › **Dedicated landing page** on SONorCal's website, featuring a company profile, executive testimonial, photos, and backlink to your preferred webpage
- **Daily updates** from your USA Games NorCal Teams to share across social channels

Team NorCal Wearables

- Logo integration into (one) **Tier 2 Team NorCal accessory**, *i.e. hoodie, water bottle, cooling towels, duffle/travel bags, neck pillows*



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*If you're Special, then you've
done something right.
It's a great attribute.* ”

Rollie Fingers,
Former Major League
Baseball Pitcher,
Oakland A's

Unified Partner Sponsorship

ALL STAR PARTNER

\$50K

Partner with NorCal's Unified Teams for USA Games. Demonstrate your company's commitment to inclusion and leadership, on & off the playing field!

- Fortify support of our Schools, Athlete Leadership, Volunteer and Unified Partnership Programs
- Foster a commitment to inclusion, for those with and without intellectual disabilities
- Provide meaningful employee engagement opportunities that support diversity

BENEFITS:

Exclusive Sponsor of NorCal's Unified Sports Teams

- Unified **Soccer** and Unified **Flag Football** Teams
- Unified **Tennis** pair and Unified **Golf** Pair
- **Youth Leadership** Experience, made up of a Special Olympics NorCal Schools Athlete, a teacher, and unified partner
- **Brand presence & signage** at Unified Teams practices
- Hosted **brown bag lunch & chalk talk** huddle with Unified Teams & coaches

Event Leadership:

- **Presenting Sponsor of 2026 Athlete Leadership Summit:** welcoming 20+ hand-picked Athlete Leaders for a weekend of enriched leadership training activities
- **Presenting Sponsor of upcoming Volunteer Leadership Conference:** welcoming 80+ key volunteers spearheading events across our entire NorCal footprint

Brand Integration:

- **USA Games Reveal video:** Sponsor logo integrated into USA Games announcement video end-card
- **Custom USA Games content & logo integration into SONorCal's Schools newsletter (Summer 2026)**
- Sponsorship of "Discovery All-Stars Unified Flag Football team" blog post

BENEFITS:

(Continued)

VIP Experience at Games:

- 2 Honorary **Guest Credentials**
- Private dinner with Team NorCal athletes and coaches

Employee Engagement Activation:

- **Hosted USA Games “Watch Party”** at your business, bringing together your employees with SONorCal Unified Partners, students, athletes and families
 - › **Branded Fan Engagement Photo Station**
- **Sponsor-led webinars or lunch** & learn with athletes on Inclusion & Innovation

Digital Campaign

- **Sponsored integration** across SONorCal’s website, social & email platforms, specific to Team NorCal
- **Social media exposure** (*min. of 2 social posts with a footprint of 29K+*)
- **Daily updates** from your USA Games NorCal Teams to share across social channels

Team NorCal Wearables

- Logo integration into (one) **Tier 2 Team NorCal accessory**, *i.e. hoodie, water bottle, cooling towels, duffle/travel bags, neck pillows*



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Supporting Special Olympics NorCal is about celebrating and supporting a community built on inclusion, perseverance, and heart. These athletes inspire all of us to push forward, support one another, and win on & off the field.

Mark Venardi,
Partner at Venardi Zurada LLP

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Team Sponsorship

RALLY PARTNER

\$10K

Rally your company as the lead sponsor of one NorCal Team competing at USA Games!

- Make a lasting impact on team and individuals, one success story at a time
- Provide employee engagement opportunities that support team building
- Showcase your brand as an active voice supporting inclusion and diversity

BENEFITS:

Sponsor one of seven (7) Team NorCal Sports Teams (*Sponsor may select from available teams. Exceptions are Unified Soccer and Unified Flag Football*)

- **Brand presence & signage** at team practices

Brand Integration:

- **USA Games Reveal video:** Sponsor logo integrated into USA Games announcement video end-card

Employee Engagement Activation:

- Hosted **brown bag lunch and meet & greet** with team & coaches
- **Opportunity for employees to participate in lunch activity**
- Provide **personalized welcome posters** for each athlete of sponsored sport (employee team building activity) utilized during Opening Ceremony
- **Engage your employees** in a friendly corporate competition to support athletes (*e.g., steps challenge, fundraising race, office vs. office battle*)

Digital Campaign

- **Sponsored integration** across SONorCal's website, social & email platforms, specific to Team NorCal
- **Social media exposure** (*min. of 2 social posts with a footprint of 29K+*)
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Team NorCal Wearables

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Donor Opportunities

SUPER FAN PARTNER

\$5K

Be a player and Super Fan! Help Special Olympics NorCal athletes travel the road to USA Games.

- Make a lasting impact on teams and individuals
- Be an active voice and advocate in the movement of inclusion

Special Olympics Northern California provides the opportunity for Team NorCal delegates to attend USA Games at no cost. On average, it costs Special Olympics NorCal \$1750 per delegate. This includes travel, meals, training camps, equipment and more.

As a Super Fan Sponsor, your support can help send the Team NorCal delegation of nearly 100 participants to USA Games and will have the following benefits:

- **Name recognition and/or logo integration** across SONorCal's website & email platforms, specific to Team NorCal
- **Opportunity to attend Farewell Celebration Sendoff(s)** with a special meet & greet opportunity with athletes
- Exclusive **invitation to NorCal's USA Games Watch Party** with other partners
- Opportunity to **provide personalized welcome posters** for athletes utilized during Opening Ceremony
- Receive the official **Team NorCal / USA Games polo shirt**

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Special Olympics does a lot for kids' confidence and self-image. Independence, sense of belonging, and inclusion. It's an investment in the athletes, in our lives, and in our community..

Chuck & Maeryta Howarth,
Special Olympics NorCal
Athlete Family

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My contribution just doesn't pay for an annual sporting event. It changes lives. It builds community. It levels the playing field. It affords them the opportunity to develop skills that were once reserved for people without disabilities. It's one of the few places where the value received is so much more than the value given. It impacts volunteers, families, and develops an entire community and changes the entire narrative on the way people think about people with intellectual disabilities

Brad Vroom,
Donor, Gold Medal Society

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BEHIND EVERY Athlete

BEHIND EVERY Triumph

BEHIND EVERY Smile

**Are the generous partners and supporters of
Special Olympics Northern California.**

**Which sends a ripple of impact from a company
through a community and changes individual lives.**

LET'S CONNECT!

To discuss partnership opportunities,
please contact our Special Olympics NorCal
Development team.

For more information visit

sonc.org/usa-games

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