



# MARATHON of SPORT



2020 EVENT OVERVIEW  
& LOCAL SPONSORSHIP OPPORTUNITIES



# THE CAUSE

While COVID-19 has affected us all, Special Olympics athletes are feeling the effects of this global pandemic more than most. Sport programs are suspended, fundraising events have been cancelled, and many individuals with intellectual disabilities remain stuck indoors, at a greater risk of contracting COVID-19 than the general population.

Special Olympics chapters across the country are struggling, but together we can step up to change that. As one of Special Olympics' largest funding partners in Canada, motionball has donated over \$13M to support programs to date, and we can't stop now. Locally, motionball Cape Breton has raised over \$75,000 for the cause, and these funds were crucial for Special Olympics Nova Scotia's continued strength in providing at-home health and wellness initiatives for athletes over these last few months.

motionball supporters are dedicated to ensuring that every local club and program can return stronger than before, and that no Special Olympics athlete is left behind.



# OUR STORY



2002

## MOTIONBALL IS BORN

The Etherington brothers host the first motionball Gala in Toronto – connecting their generation to a cause they are passionate about.



2009

## NATIONAL EXPANSION

Through volunteerism, motionball has grown organically, with chapters in Calgary, Halifax, and Vancouver. To date, \$1.5 million has been raised.



2003

## FIRST MARATHON OF SPORT

Marathon of Sport Toronto brings together young professionals and Special Olympics athletes, raising \$4,500 for the cause.



2018

## CAPE BRETON

motionball's Cape Breton Marathon of Sport launches in June of 2018, engaging community leaders + local businesses while raising over \$75,000 for Special Olympics programs to date.



2013

## MOTIONBALLU KICKS OFF

A group of students at Queen's University host an on campus Marathon of Sport – sparking a new generation of motionball supporters.



2020

## TIME TO ADAPT

motionball is now in 17 cities and 32 universities across Canada. Due to the COVID-19 pandemic, all live events are on hold, so we adapt...



# GOING VIRTUAL

## MARATHON OF SPORT: A TYPICAL YEAR...

Marathon of Sport brings together young professionals and local Special Olympics athletes for a day of friendly sport competition. What makes this day so unique is the ability to connect supporters directly with our cause.

## MARATHON OF SPORT: 2020

In order to replicate the spirit of Marathon of Sport and while maintaining our core event values, and providing a safe and accessible event, we are going virtual!



# SEPT 26, 2020



## MARATHON OF SPORT HOSTED BY **FIVE-TIME OLYMPIC CHAMPION TESSA VIRTUE**

- This year's Marathon of Sport will be a 1hr, action-packed, and interactive broadcast that you can follow along with from ANYWHERE! Tune in from your own home, a friend's backyard, a park, etc.
- Throughout the broadcast, Canadian sport celebrities will challenge you to a series of sport + fitness activities.



# CELEBRITY ROSTER





# EVENT EXPERIENCE

REPLICATING THE SPIRIT OF MARATHON OF SPORT

- Build a team of family, friends or co-workers
- No registration fees or minimum fundraising targets
- Fundraise + qualify for incredible incentives
- Virtually meet your Special Olympics athlete teammate upon registration, and connect weekly leading up to the event
- Follow along at home on September 26th, or host your own team event to enjoy the experience together!

# CORPORATE ENGAGEMENT

AN EMPLOYEE ENGAGEMENT OPPORTUNITY FOR YOUR ENTIRE ORGANIZATION.

- No registration fees
- Accessible to all employees – nationwide, from the comfort of home
- Team building, health and wellness experience

## GET YOUR TEAM MOVING WITH THE CORPORATE CHALLENGE

This new initiative allows your employees to stay active at the office or at home. Just choose your company's activity goal & time frame, then challenge your team to log physical activity leading up the virtual event on our FREE online platform.

Your team will be paired with a local Special Olympics athlete who will be helping you reach your goal, and providing inspiration.

On September 26th, all of your employees and their families can tune in to the Marathon of Sport broadcast.







# THE ROLE OF TEAM CAPTAINS

As leaders in the motionball movement already, we need your help to:

- Register a team!
- Invite friends + family + colleagues – everyone is welcome.
- Fundraise, fundraise, fundraise!
- Engage with your team's Special Olympics athlete
- Plan how you'll participate with your team on September 26<sup>th</sup>
- TUNE IN – September 26<sup>th</sup> at 2pm AST!



# RAISE MORE GET MORE

## 2020 INCENTIVES

- \$75 = motionball hat + Pita Pit Gift Card
- \$100 = Entry to AIR MILES contest for 10 000 AIR MILES
- \$150 = 2020 motionball Under Armour participant T-shirt
- \$300 = UA 40% discount code + motionball cloth face mask
- \$500 = motionball Under Armour hoodie
- \$750 = motionball Under Armour Backpack
- \$1,000 = motionball Under Armour Track Pants
- \$1,500 = \$50 Amazon Gift Card
- \$2,000 = Under Armour shoes



# LOCAL SPONSOR **BENEFITS**



Align your brand with a growing national movement, while showcasing your commitment to the community. This is an opportunity to create a meaningful impact in an unprecedented year. In addition to making a difference, you'll receive brand, marketing, and employee engagement benefits by partnering with us.

BENEFIT	PRESENTING \$2500	GOLD \$1000	SILVER \$500	BRONZE \$250
All local communications refer to event as motionball Marathon of Sport presented by Your Company	x			
Logo recognition during national broadcast (shared on screen)	x			
Primary logo recognition on all local pre-event marketing materials , web event pages and fundraising pages	x			
Logo in background/banner during local opening ceremonies broadcast (social media)	x			
Dedicated logo/messaging in all local marketing emails	x			
Verbal recognition during radio after party broadcast	x			
Recognition in national post event thank you and paid advertisements	x			
Speaking opportunity or commercial local opening or closing ceremonies (via social media)	x	x		
Promotional local email blast featuring your company's chosen messaging	Dedicated	Shared		
Pledge from company recognized during national broadcast (ticker running on screen)	x	x	x	
Logo recognition on all event web page and all team/participant donation pages	Primary	x	x	x
Social media posts , tags and mentions	20+	10+	5+	1+
Access to motionball's employee engagement online platform (See corporate challenge page)	x	x	x	x



THANK YOU

head to [motionball.com/marathonofsport](https://motionball.com/marathonofsport) and register now!