SPONSORSHIP KIT
PLAY HARD

Most of us can’t imagine our lives without having had the opportunity to engage in healthy, confidence-building, team sports at school. Overwhelmingly, great leaders and successful people site that opportunity as “life changing”. Yet, 98% of this group of disabled students don’t have or can’t access sports locally, Succeed!
“You always miss 100% of the shots you don’t take.”
Wayne Gretzky

We give kids an opportunity to take a shot at something they’ve only dreamed could include them. Now is your chance to be part of it!

★ They are one and a half million strong and attending America’s schools. Most can’t play on a traditional team, because they have a physical disability affecting their mobility.

★ They don’t qualify for Special Olympics, because they are not cognitively impaired, and most communities have nothing in sport they can do, own their own.

★ They don’t need a “buddy”. They want a chance to be independent, to develop their own unique talents, to be seen, respected and celebrated - just like non-disabled athletes at school.

★ Those who have sought for decades to create a way for them to stay healthy, active and involved at school, locally - now call them simply:

"AMERICA’S SIDELINED KIDS"
AAASP and Special Olympics are the only disability focused sport organizations in the U.S. partnering with the National Federation of State High School Association (NFHS) and the National Interscholastic Athletic Administrators Association (NIAAA) to bring sport opportunities to those with disabilities at school. AAASP has been repeatedly honored by leading educational associations and foundations and is a two-time recipient of the National Program Award from members of the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD). But, AAASP is most proud that our athletes with disabilities are graduating at 82% (2013), while nationally, students with disabilities are “twice as likely as their non-disabled peers to drop out of school.” (National Center for Education Statistics) Nearly 25% of our grads go on to attend college.
I never imagined a single program could affect so many areas of my students’ lives.

Jane Brewster, Columbia County Schools

This is the first time in my life I feel good about myself and what other people see I can do...

Ruth, age 16, Georgia

“I wanted to do it for my school and my family,” Steven Elliot endured 7 surgeries in five months and had a 20% chance of surviving his infection. He fought back because his team was in the state tournament.

ALONE WE CAN DO SO LITTLE, TOGETHER WE CAN DO SO MUCH

Helen Keller
There is perhaps no cause as unique as this one, no organization as visionary or credited with as many “firsts” as AAASP. Differentiate yourself from the competition by supporting a movement that is exploding with interest and opportunity for participants and sponsors alike. Reject the average and help us continue to create, “Extraordinary”! Choose from our package plans or let us work with you to create a unique sponsor opportunity.
Our patrons are loyal, sponsor supporters

Meet our BIG family! AAASP has demonstrated a unique ability to solidify the support of school systems and the community around these families. This translates to brand loyalty for our sponsors, because these families and supporters appreciate the uniqueness of the opportunity and want to see programs thrive and expand. Sport-affiliated media - social, print and broadcast - also regularly follow scores, teams and the inspiring stories of our athletes. That means good press for sponsors too!

AAASP Opens New Frontiers of Influence for Many Sponsors:
Disability Doesn’t Discriminate by Age, Gender or Race

Our athletes and their fans are an extremely diverse group. We serve over 40 disability types. And because we bring so many together in one place, parents and teachers tell us they are afforded a peer group they’ve never had. Of primary interest - what products and services do each recommend?

A “Hand Up vs. Hand Out” Message People Understand:
Our Athlete’s Stories Will Inspire You and All Those You Serve to Do More, Risk More and Give More to Secure Life Success

For every inspiring story of a boy or girl redefining life on their own terms, there are ten more just across the gym. These students are extraordinary and once they join an adaptedSPORTS team at school, their non-disabled peers soon know it too. Let their stories inspire you - and your customers.
Media Love Covering Our Events and Athletes

In Warner Robbins, Georgia, it’d be hard to find someone who hasn’t seen the Houston County Sharks on TV13. The station regularly cover the team. Communities are proud of their team(s) - and because they are school-based vs recreational in nature, newspapers and sports casters have gotten the message that they are just as competitive as their non-disabled peers and their audience wants to hear how they’re doing as they play other teams around their state. That means expanded potential for your name to be seen!

AAASP Casts a Wide Net of Interest and Involvement:

They said “It’s football on wheels.” I said, “I’m in!”

We couldn’t do what we do without our partnerships with other organizations in education, health & sport. From our membership of schools and state high school associations to member organizations for teachers, officials, special educators, health and PE teachers, occupation & physical therapists, AAASP equals REACH!.

The AAASP/GHSA Championship Broadcast

The nation’s only interscholastic wheelchair basketball championship and telecast is hosted by AAASP and the Georgia High School Association. The annual broadcast on all nine Georgia Public Broadcasting stations, draws approximately 350,000 viewers, according to Nielsen Ratings. Ask us about becoming a sponsor of this unique telecast!
## PACKAGE LEVELS OF SPONSORSHIP

<table>
<thead>
<tr>
<th>PACKAGE LEVELS</th>
<th>FAN $1000 to $2,499</th>
<th>BRONZE $2500 to $4,999</th>
<th>SILVER $5,000 to $7,499</th>
<th>GOLD $7,500 to $9,999</th>
<th>PLATINUM $10,000 to $14,999</th>
<th>HALL OF FAME $15,000 +</th>
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<tbody>
<tr>
<td>Social Media recognition and link</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>Custom Option</td>
<td>Custom Options</td>
</tr>
<tr>
<td>Logo on back of event shirt at closest upcoming state tournament</td>
<td></td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Logo alongside other sponsors on tournament banner</td>
<td></td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Product samples in participant gift bags or table at one state tournament</td>
<td></td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Approved use of our logo in your ads</td>
<td></td>
<td></td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Presenting Broadcast Sponsor of AAASP/GHSA State (GA) Wheelchair Basketball Championship</td>
<td></td>
<td></td>
<td></td>
<td>★</td>
<td>★</td>
<td>★</td>
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<tr>
<td>Logo and link with tag line in our website sponsor scroll</td>
<td></td>
<td></td>
<td></td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Presenting Sponsor Credit on Banners, program, web site</td>
<td></td>
<td></td>
<td></td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Merchandise (5 per event) and AAASP cobranded poster for your offices</td>
<td></td>
<td></td>
<td></td>
<td>★</td>
<td>★</td>
<td>★</td>
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<tr>
<td>Logo on our ads in the state high school program</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>★</td>
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<tr>
<td>Solo logo banner as Presenting Sponsor at one state tournament</td>
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<td></td>
<td></td>
<td>★</td>
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<tr>
<td>ASPIRE AWARDS Sponsor (Customized)</td>
<td></td>
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<td>★</td>
</tr>
<tr>
<td>Presenting Broadcast Sponsor of AAASP/GHSA State (GA) Wheelchair Basketball Championship and telecast (nine stations, with print ad, 3 in-game promos - average viewership 350K)</td>
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<tr>
<td>Your approved 30 second company promo video on our website for one year.</td>
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<td>★</td>
</tr>
</tbody>
</table>
American Association of Adapted Sports Programs, Inc.

## OFF THE SIDELINES... INTO THE GAME

**EVENTS**
- ★ Local-level Games
- ★ State Tournaments
- ★ ASPIRE AWARDS GALA
- ★ Wheelchair Basketball Championship Broadcast (9 stations, 350,000 average annual viewership - Georgia)
- ★ Educational and Industry Conferences

## TRAINING AIDS
- ★ Coaches and Officials Education Workshops and Webinars
- ★ Parent-Teacher Workshops
- ★ Sport Training Videos and Manuals
- ★ Classroom Teaching Guides
- ★ Proprietary adaptedSPORTS Equipment
- ★ Rule Books

## EXPANSION
- ★ Equipment
- ★ Uniforms
- ★ Press, Public Relations Releases and Media Ads
- ★ In-School Posters
- ★ Classroom Training Aids

## INITIATIVES
- ★ Fundraising Events
- ★ Pilot Programs
- ★ National Awareness Campaigns
- ★ Television Ads And Public Service Announcements
- ★ Industry Magazine Ads

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**LET US CUSTOMIZE A SPONSORSHIP PACKAGE THAT PUTS YOU IN THE GAME**
Roll With Us!

- AT&T
- Coca-Cola Company
- CVS
- Kraft Cares
- Jim Mora Count of Me Family Foundation
- Evander Holyfield Foundation
- CSS - (Charter Sports Southeast)
- Georgia Departments of Education, Labor and Human Resources
- Georgia High School Association
- Florida High School Athletic Association
- Arthur Blank Family Foundation
- Atlanta Falcons Youth Foundation
- ABC Medical
- Eagle Sportschairs
- National Federation of State High School Associations
- Primerica
- Keller Williams Realty (Metro Atlanta)
- Kentucky High School Athletic Association
- DC Medical
- Flaghouse
- Phillips Arena
- National Hockey League
- Atlanta Hawks
- Kohl’s
- Zaxby’s
- Chick-Fil-A
- Publix Supermarkets
- Kroger Supermarkets
- Wells Fargo Bank
- National Interscholastic Athletic Administrators Association
- Atlanta Thrashers
For Package Levels
CONTACT:
Tommie Storms
404-291-4514
or
Frank Yantek
513-546-4130

For Custom Packages or if you are a Pro Team, Pro Athlete or Private Foundation CONTACT:
Terri Grunduski
The Grunduski Group
404-226-7497