



Rethink Possible



NATIONAL AT&T PARTNERSHIP

MAY 9, 2011 – FEBRUARY 29, 2012

Our new cause-related marketing initiative with AT&T has launched and we are happy to finally be able to provide you with some tools you need to begin marketing the program. Our agreement with AT&T runs through February 2012, with different phases of activation based on the components described below. Tracy DeVries and Liz Watson will be working with AT&T and U.S. Programs that opt-in on all activation elements.

Key Sponsorship Programs:

1. **Special Olympics “Donations for You” Program - Online:** AT&T will donate forty dollars (\$40) for each new activation by an AT&T customer of any products listed on the co-branded microsite (www.att.com/specialolympics). Participating Programs will receive a web banner to upload to your websites. Rather than containing html codes for tacking, as previously mentioned in our educational webinars, AT&T will instead track sales using billing information provided by customers.
2. **Special Olympics “Donations for You” Program – In-store:** AT&T will donate forty dollars (\$40) for each new activation by an AT&T customer of any products listed on the microsite. Donations are triggered when a customer brings in a card / flyer received from Special Olympics with state-specific coding for tracking purposes. This promotion will be conducted ONLY in states where BOTH Programs and Retail Stores opt-in. Based on your responses to our two online surveys, AT&T is currently working to make matches with their stores in your state. We estimate matches should be finalized by early to mid-August. Once this is complete we will communicate with each state accordingly and make the necessary introductions.
3. **Text to Donate:** This summer AT&T will reference Special Olympics’ “Text To Donate Program” on 3.7 million AT&T customer bills, encouraging customers to text a \$5 donation to Special Olympics.
4. **“Very Special” Holiday Promotion:** This is the same promotion as the Special Olympics Donation Programs outlined above, however, AT&T will donate sixty dollars (\$60) for each new activation by an AT&T customer during the 2011 holiday season. Exact dates, TBD.
5. **“A Very Special Christmas” Ring Tones Promotion:** Ring tones will be made available from Special Olympics’ “A Very Special Christmas” music series library, to be sold by AT&T.

Designations: AT&T, Proud Sponsor of Special Olympics

Minimum Guarantee: \$250,000

Exclusive Partnership: No

Special Olympics Agrees to:

1. **Direct Mail Piece:** Drop date, May 9, 2011.
2. **Promote to Constituency:** Opportunity for Programs to opt in – marketing toolkit provided
3. **Online Recognition:** On specialolympics.org

Revenue share: 65% to be distributed to the participating Programs; 35% to stay with SOI.

ACTIVATION:

While our partnership with AT&T launched on May 9 with the distribution of a press release, activation can only be implemented after the conclusion of training and once opt-in surveys are complete. Participating programs are asked to activate on your own timeframe and as you are able.

This tool-kit will focus on activating the “Donations for You” program online, and the process to engage with local retailers. Additional resources for in-store donations, information about the holiday promotions and the text to donate option will be provided at a later date.

U.S. Programs have had the option to opt-in to participate in the partnership with AT&T. By now, you should have completed both the online opt-in survey and the follow-up survey for Programs specifically wishing to participate in the in-store promotion. If you still wish to opt-in to the Program, but have not yet done so, please contact Liz Watson: ewatson@specialolympics.org.

1. ONLINE PROMOTION (*Launched May 9*):

This program will give you the opportunity to place a banner on your website which will direct consumers to the Special Olympics micro site, www.att.com/specialolympics, for ordering. Any product order from the vast portfolio of eligible AT&T products will result in a \$40 donation for each product purchased. Purchases are tracked by state based on the customer’s billing information. Below is an overview of the program:

Program	Donations for You - Online
Time line	May 2011: Launch program and upload banner on Program website May 2011 – November / December 2011: Promote program
Donation	\$40 for products purchased through the micro site

Eligible products *:

- U-Verse – any new U-verse service purchase, regardless of package.
- AT&T | DirecTV – any new AT&T | DirecTV service purchase, regardless of package.
- U-Verse High Speed Internet
- High Speed Internet
- U-Verse voice service
- Local Phone Service – plain old telephone service. Adding new features (e.g. voice mail, call waiting, three way calling, etc.) will not create a new donation; nor will the purchase of Lifeline be considered for a Donation;
- Post-paid wireless – any new wireless service activation (requires a contract).
- Pre-paid wireless/GoPhone.
- Adding new wireless line
- Contract renewal for wireless services (2 year minimum with handset, and signed terms of use); excludes accessory purchase (e.g. blue tooth, phone charger, etc).

*Advertised products and services may not be available in all areas.

Programs that opt-in must place a Web Banner on web-site for a minimum of one month per quarter. Please activate as you are able. You may download this web banner at:http://resources.specialolympics.org/Sections/Fundraising/Partnership_Tools.aspx

Programs may also use the below language provided for promotion on **Facebook**, **Twitter** and **e-newsletters** and include the link / web button.

Donations for You Website / Facebook Copy:

Support Special Olympics! AT&T will make a donation to Special Olympics in the amount of \$40 for each online purchase made on eligible AT&T products and services. Visit www.att.com/specialolympics for more information.

(Use the “@” key to link to your page, the flagship SO page and the AT&T page. You have to ‘like’ a page to be able to do this.)

Online Donations for You Twitter Copy:

Support Special Olympics! AT&T will donate \$40 for each online purchase made on eligible AT&T products, www.att.com/specialolympics.

Online Donations for You E-Newsletter / Newsletter:

AT&T and Special Olympics have announced the launch of a new cause-related marketing initiative to support the organization and its mission to provide year-round sports training and athletic competition for children and adults with intellectual disabilities.

As part of this initiative, AT&T will make a donation to Special Olympics in the amount of \$40 for each online purchase made on eligible AT&T products and services through our partnership micro site, www.att.com/specialolympics. The donations program runs from May 9, 2011 through February 29, 2012.

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“Special Olympics makes a tremendous difference in the lives of thousands of athletes and their families,” said David Christopher, Chief Marketing Officer, AT&T Mobility and Consumer Markets. “AT&T is proud to be a sponsor and supporter of Special Olympics’ mission, and with the help of customers and supporters, we are excited to assist the organization as it transforms communities with programs that drive acceptance, inclusion and respect.”

AT&T is also deeply committed to enriching and strengthening diverse communities and has a long history of supporting Special Olympics efforts. By sharing unique moments with Special Olympics athletes and teams, while at the same time raising funds for the organization, AT&T is able to support athletes, their families and communities.

“Thanks to individuals and to unique corporate programs like this new AT&T initiative, we are able to continue to enrich and advance the lives of athletes and their communities,” said Brady Lum, President and Chief Operating Officer, Special Olympics.

2. IN STORE PROMOTION (Projected launch August 1): This program will support Special Olympics by utilizing AT&T’s numerous Company Owned Retail locations. By now, Programs should have indicated that they’d like to opt in to this part of the promotion. AT&T is currently working with local retailers to determine participation and provide training. SONA will provide additional support resources for Programs that participate in retail stores.

If local retailers in your state opt-in as well, you will be provided free promotional cards and flyers. The back of the card and the flyer will have a bar code specific to your state Program for tracking purposes. These cards or flyers can be handed out to consumers to bring into the local AT&T Company Owned Retail store. The consumer will present the card to the store representative who will scan the bar code and this will result in a \$40 donation for each eligible product purchased. The flyer can also be uploaded on your State Program website or attached in an email.

Program	In-Store Promotion
Time line	May 2011: Submit promotional card request to AT&T September 2011: Launch Program September 2011-December 2011: Promote program
Donation	\$40 for products purchased in the AT&T Company Owned Retail locations

Eligible products *:

- U-Verse – any new U-verse service purchase, regardless of package.
- AT&T | DirecTV – any new AT&T | DirecTV service purchase, regardless of package.
- U-Verse High Speed Internet
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- Adding new wireless line
- Contract renewal for wireless services (2 year minimum with handset, and signed terms of use); excludes accessory purchase (e.g. blue tooth, phone charger, etc).

*Advertised products and services may not be available in all areas.

If you would like to take advantage of the “In-Store Promotion” program, but have not already registered, please contact Liz Watson (ewatson@specialolympics.org).

3. TEXT-TO-DONATE (Launches May 9): Special Olympics supporters may also participate in a text-to-donate program by texting the word UNITY to 80888 to make a one-time donation of \$5 to Special Olympics. We are still working internally on administering this piece on a state by state basis and will share additional information with you as it’s available. In the meantime, if you have an immediate need for use of this option, please contact Liz or Tracy directly.

Additionally, as mentioned above, this summer AT&T will reference Special Olympics’ “Text To Donate Program” on 3.7 million AT&T customer bills, encouraging customers to text a \$5 donation to Special Olympics.

Contacts

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