




**Marketing Disability Sport:
The Impact of Different Sport Philosophies
Within International Disability Sport**

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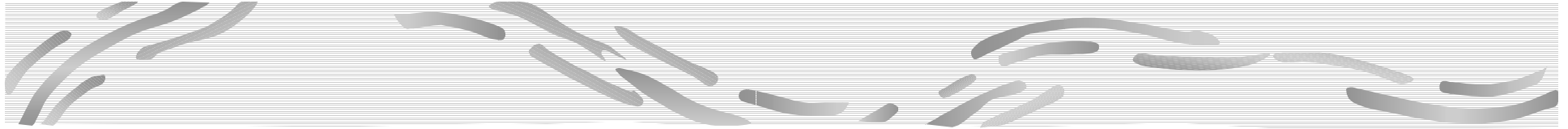
I. Overview - Participants

A. Special Olympics

- For athletes with developmental disability participating in sport activity

B. Paralympics

- For elite level athletes with a disability competing in competitive sport
(primary users are athletes with a physical disability)
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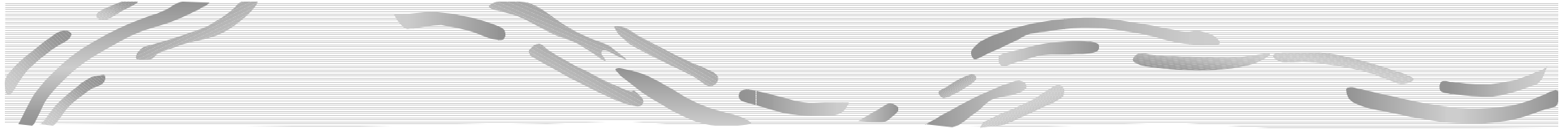


II. Organizational Philosophy

A. Special Olympics

- Focus on participation
- Focus on benefits of health and fitness
- Focus on grass roots
- Focus on public awareness
- Focus on skill acquisition
- Inclusive and holistic





B. Paralympics

- Focus on Paralympic Summer and Winter Games
- Focus on increasing the number of elite competitive opportunities world-wide
- Focus on public awareness of ability not disability
- Focus on athlete access to elite sport training/coaching, facilities, and equipment
- Focus on development of sport (i.e. rules, regulations, rankings, results, research)

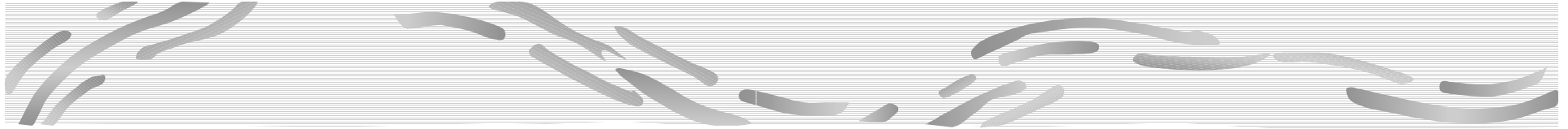




III. Special Olympics Marketing

A. Strategies

- Special Olympics World Games
 - Professionalization of management staff
 - Cash and in-kind sponsorship
 - Sponsorship for a quadrennium
 - Provide exclusive categories
 - Celebrity endorsements
 - Partnerships
 - Consistent product presentation
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B. Outcomes

- Most givable charity
- Sponsors include: Coca Cola, Lions Club International, and America Online
- People who give “feel good”
- Special Olympics is a household word





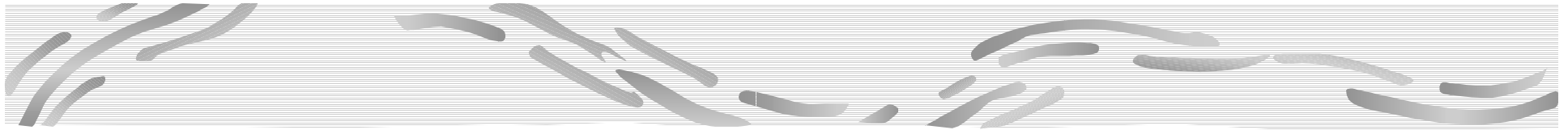
IV. Paralympic Marketing

A. Strategies

- Paralympic Summer and Winter Games
- Marketing on a national membership level
- Development of national and international disability-sport legislation
- Resource partnerships with IOC
- Professionalization of Sport/Business

Administration

- Cause-related organizational partnerships
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B. Outcomes

- Largest multisport, multidisability international sports event in the world.
- 60-day sport festival – Olympic and Paralympic Summer and Winter Games
- Private and public support of Paralympic Games
- Private and public support of individual athletes with a disability
- Private and public support of national teams






V. Impact of Philosophy on Marketing Outcomes

A. Special Olympics

- Successful because inclusive and holistic

Challenges and Issues to Consider:


- Is random selection criteria of Special Olympics really sport?
 - Is Special Olympics reinforcing the status quo?
 - Does name recognition of Special Olympics backfire?
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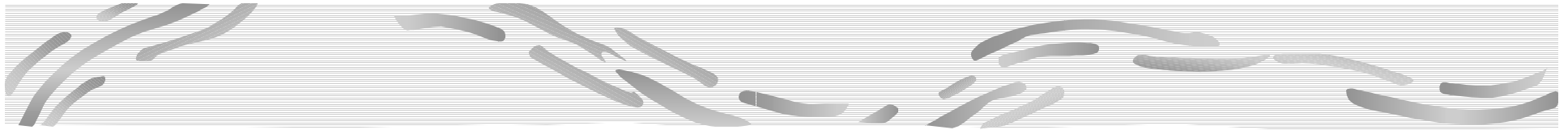


B. Paralympics

- Increasingly successful because focus is on the service to athletes and nations

Challenges and Issues to Consider:

- Differing global concepts of disability (ideal body)
 - Differing global concepts of gender
 - Differing global concepts of sport/physical activity
 - Can all people (male or female) with disabilities play all competitive sports/disciplines?
 - Performance enhancing substances and methods (doping, boosting, classification cheating)
 - Continuous development of classification systems
 - Gigantism
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VI. What can Special Olympics learn from Paralympics

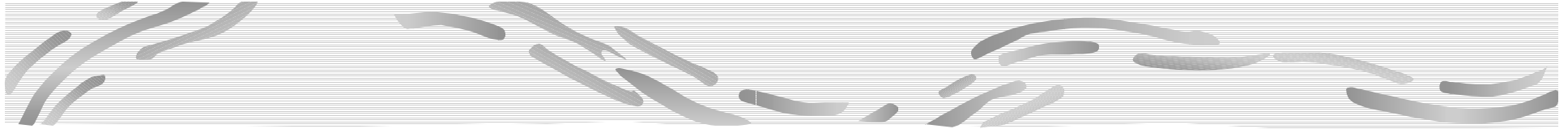
- Athletes of all abilities can be competitive athletes
- Sport is a means of increasing self-dependency





VII. What can the Paralympics learn from Special Olympics

- An emphasis on grass-roots and the benefits of sport helps to attract sponsors
 - Emphasize grass-roots sports and skill development (local level)
 - Emphasize basic benefits of health and fitness
 - Development of political relationships to assist lobbying efforts
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VIII. Recommendations

- Finding Common Ground: Traversing the Divide
- Special Olympics and the Paralympic Movement can collaborate on appropriate events and programs
- Special Olympics and Paralympic Movement can assist nations to develop and gain support for servicing sports for all





Questions?

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