



Report to: Council

Date Report Authored: July 4, 2013

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**SUBJECT:** Special Olympics Ontario 2013 – Adopt an Athlete  
**PREPARED BY:** Don Taylor, Manager, Executive Operations ext. 5972

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**RECOMMENDATION:**

- 1) THAT the report entitled “Special Olympics Ontario 2013 – Adopt an Athlete” be received;
- 2) AND that the City adopt two (2) Special Olympics athletes at a cost of \$1,000.00 (\$500 per athlete);
- 3) AND that Staff be authorized and directed to do all things necessary to give effect to this resolution.

**EXECUTIVE SUMMARY:**

N/A

**PURPOSE:**

The purpose of this report is to seek Council approval to adopt two (2) athletes who will be competing in Special Olympics Ontario 2013.

**BACKGROUND:**

Special Olympics Ontario 2013 is being hosted by York Region, and is sponsored by York Regional Police.

The games will be held from July 11-14, 2013 at venues throughout the Region. The venue for track and field events will be Bill Crothers Secondary School in Unionville. The City’s water truck will be utilized at the Bill Crothers’ venue.

More than 900 athletes, coaches and mission staff from across Ontario, and 500 local volunteers will participate in the games.

It is estimated that the games will contribute a \$2 million economic boost to the Region.

There are a number of sponsorship opportunities to support Special Olympics Ontario 2013, ranging from general donations for any amount, through “Adopt an Athlete” (\$500 per athlete), Bronze (\$5,000), Silver (\$10,000) Gold (\$20,000), Platinum (\$30,000) and Partner (\$50,000+).

York Region and York Regional Police have sponsored the games at the Partner level (\$50,000+). The Town of Newmarket is a Silver sponsor (\$10,000). East Gwillimbury is a Bronze sponsor (\$5,000). Georgina has adopted six athletes (\$3,000) and King, five athletes (\$2,500).

To date there have more than 300 sponsors, at or above the "Adopt an Athlete" level from York Region-based individuals, companies and organizations.

The "Adopt an Athlete" sponsorship level offers the following benefits to the contributor:

- Recognition for supporting an athlete, including the athlete's name and their competition schedule
- Recognition on official Games website
- Invitation to all events
- Recognition in York Region Media Group (YRMG) Games supplement
- Commemorative plaque

#### **OPTIONS/ DISCUSSION:**

The City has an opportunity to join other York municipalities, individuals, companies and organizations in sponsoring Special Olympics Ontario 2013.

Two (2) Special Olympics athletes can be sponsored for \$1,000. This sponsorship would be in addition to three athletes that have already been adopted by the City in the form of a \$1,500 "in-kind" contribution for waiving the permit cost for the Bill Crothers venue..

#### **FINANCIAL CONSIDERATIONS AND TEMPLATE: (external link)**

The \$1,000 contribution would be funded from the Corporate Contingency Account (840-841-7849).

#### **HUMAN RESOURCES CONSIDERATIONS**

Not applicable

#### **ALIGNMENT WITH STRATEGIC PRIORITIES:**

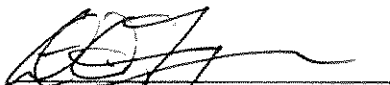
Diversity

#### **BUSINESS UNITS CONSULTED AND AFFECTED:**

Finance

#### **RECOMMENDED**

**BY:**



Donald W. Taylor  
Manager, Executive Operations



W. Andy Taylor  
Chief Administrative Officer