

# Join the World's Largest Truck Convoy®

September 17, 2011



***Special Olympics***

**SPONSORSHIP PACKAGE**

## North Carolina



**Special Olympics**

Join the compassionate army of truck drivers on *Saturday, September 17, 2011* in Charlotte at the Verizon Amphitheatre and Raleigh at Time Warner Cable Music Pavilion at Walnut Creek as law enforcement escorts the World's Largest Truck Convoy across the highways and byways of North Carolina to raise awareness and funds for Special Olympics athletes and change attitudes toward people with intellectual disabilities.

### **WHAT IS THE WORLD'S LARGEST TRUCK CONVOY®?**

The Truck Convoy® is a celebration of the trucking industry and its support of Special Olympics. It is a unique one-day celebration in which law enforcement makes special dispensation and escorts a convoy of trucks up to 30 miles through cities and towns across the US and in Canada.

Truckers meet at staging locations and are escorted in convoys to predetermined destinations where they are welcomed by the Special Olympics community - athletes,



families, friends, colleagues, law enforcement officers and the organizations, companies and agencies that make up the trucking industry. A celebration - a picnic / barbeque and awards ceremony - is held at each location to recognize participating truckers and the support of the trucking industry. The message is the

same: ***"Thank you for your support of Special Olympics athletes and for keeping our communities moving!"***

### **TYPES OF VEHICLES REQUIRED**

All trucks entering the convoy must be of 10-GVW or larger and can include, but are not limited to semi-trucks, truck/trailer combinations, large trucks, low-boys, dump trucks, flat beds, buses, large tow trucks, large box trucks, etc.

**Please note: No Hazardous Materials or Trucks with Alcohol or Tobacco Names or Logos are permitted.**

# North Carolina



**Special Olympics**

## **What is the Law Enforcement Torch Run® for Special Olympics?**

Through the Law Enforcement Torch Run, the law enforcement community has selected Special Olympics as its international charity and raises money and awareness for Special Olympics programs worldwide. A global event, all 50 states and over 30 countries participate in the Law Enforcement Torch Run®, generating over \$34 million annually. Since its inception in 1981, the Law Enforcement Torch Run has raised over \$180 million worldwide.

The Law Enforcement Torch Run in North Carolina is a leader in the Torch Run community and is one of the most successful in the world. More than 2,000 officers from over 200 departments, sheriff's offices, correctional facilities, and state agencies are actively involved in the state's Torch Run efforts under the leadership and support of North Carolina's Honorary Torch Run Director, Attorney General Roy Cooper. These departments and agencies host fundraising events such as Building Sits, Polar Plunges, and Tip-a-Cop functions and sell hats and T-shirts year round to raise money in support of Special Olympics. Since its inception in 1987, the North Carolina Torch Run has raised over \$16.5 million.

Law enforcement officers and agents also raise public awareness by carrying a lighted torch symbolizing the Flame of Hope through North Carolina cities and towns leading up to State level Special Olympics events, where the torch lighting ceremony is recognized as the official opening of the games.



## **How you can get involved**

Corporate support is crucial to the success of the World's Largest Truck Convoy and the Law Enforcement Torch Run. These resources provide over 38,000 athletes with intellectual disabilities an opportunity to succeed...and to inspire. As members of the corporate community commit resources, they are partnering with a movement dedicated to providing a forum for personal growth, physical well being and empowerment for individuals with intellectual disabilities. Additionally, companies sponsoring the Law Enforcement Torch Run through the World's Largest Truck Convoy are supporting the law enforcement community throughout the state, committing to an organization whose mission is to protect and serve the communities in which we live and work.

**North Carolina**



**Special Olympics**

## **Presenting Sponsor of the World's Largest Truck Convoy for Special Olympics**

**Sponsorship Level: \$10,000**

### **Benefits with 2011 World's Largest Truck Convoy**

- Presenting Sponsor of Convoy events in Charlotte and Raleigh.
- Recognition as Presenting Sponsor in all marketing materials.
- Recognition as Presenting Sponsor in media package distributed to television, print and radio.
- Company banners - provided by sponsor - displayed at events in Charlotte and Raleigh.
- Company logo included on 2011 Convoy T-shirt.
- Company logo with link on [www.nctruckconvoy.com](http://www.nctruckconvoy.com).
- VIP Truck Placement in Convoy lineup.
- Lunch for all company representatives.
- Registration for all company trucks and participating drivers.

### **Benefits with NC Law Enforcement Torch Run**

- Recognition as a Silver Level Sponsor of NC Law Enforcement Torch Run for Special Olympics at state-level competitions and in NC Law Enforcement Torch Run News Releases
- Company logo included on 15,000 Torch Run T-shirts sold year-round throughout the state by law enforcement agencies.
- Company logo included on the annual NC Torch Run poster distributed statewide.
- Company logo with link to website on [www.nctorchrun.com](http://www.nctorchrun.com).
- Company logo on all Torch Run newsletters distributed statewide.
- Company logo on signage at NC Torch Run Conference.





## **Principle Sponsor of the World's Largest Truck Convoy for Special Olympics**

**Sponsorship Level: \$6,000**

### **Benefits with 2011 World's Largest Truck Convoy**

- Principle Sponsor of Convoy events in Charlotte and Raleigh.
- Recognition as a Principle Sponsor in all marketing materials.
- Recognition as a Principle Sponsor in media package distributed to television, print and radio.
- Company banners - provided by sponsor - displayed at events in Charlotte and Raleigh.
- Company logo included on 2011 Convoy T-shirt.
- Company logo with link on [www.nctruckconvoy.com](http://www.nctruckconvoy.com).
- Lunch for all company representatives.
- Registration for all company trucks and participating drivers.

### **Benefits with NC Law Enforcement Torch Run**

- Recognition as a Bronze Level Sponsor of the NC Law Enforcement Torch Run for Special Olympics at state-level competitions and in Law Enforcement Torch Run news releases.
- Company logo displayed prominently on 15,000 T-shirts sold year-round throughout the state by law enforcement agencies.
- Company logo displayed on the annual NC Torch Run poster distributed statewide.
- Company logo with link to website on [www.nctorchrun.com](http://www.nctorchrun.com).
- Company logo in all Torch Run Newsletters distributed statewide.
- Company logo on signage at NC Torch Run Conference



# North Carolina



**Special Olympics**

## **Benefactor Sponsor of the World's Largest Truck Convoy for Special Olympics**

**Sponsorship Level: \$3,000**

### **Benefits with 2011 World's Largest Truck Convoy**

- Benefactor Sponsor of Convoy events in Charlotte and Raleigh.
- Recognition as Benefactor Sponsor in all marketing materials.
- Recognition as Benefactor Sponsor in media package distributed to television, print and radio.
- Company banners - provided by sponsor - displayed at events in Charlotte and Raleigh.
- Company logo on 2011 Convoy T-shirt
- Company logo with link on [www.nctruckconvoy.com](http://www.nctruckconvoy.com).
- Lunch for all company representatives.
- Registration for all company trucks and participating drivers.



# North Carolina



**Special Olympics**

## **Patron Sponsor of the World's Largest Truck Convoy for Special Olympics**

**Sponsorship Level: \$1,000**

### **Benefits with 2011 World's Largest Truck Convoy**

- Patron Sponsor of both Convoy events in Charlotte and Raleigh.
- Recognition as Patron Sponsor in all marketing materials.
- Recognition as Patron Sponsor in media package distributed to television, print and radio.
- Company name listed on 2011 Convoy T-shirt.
- Company logo with link on [www.nctruckconvoy.com](http://www.nctruckconvoy.com).
- Lunch for all company representatives.
- Registration for all company trucks and participating drivers.

