

Special Olympics World Summer Games ATHENS 2011

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President

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Special Olympics
WORLD SUMMER GAMES
ATHENS 2011



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S.O. World Summer Games ATHENS 2011

Host Town Program	: 20-24 June 2011
Opening Ceremony	: 25 June – Panathenaikon Stadium
Closing Ceremony	: 4 July – Panathenaikon Stadium
Sports	: 22
Non Sport Events	: 12
Venues	: 30
Athletes	: 7.500
Coaches	: 2.500
Technical Officials	: 3.000
Volunteers	: 25.000
Families S.O	: 40.000
Media	: 3.000
S.O. Village	: Aghios Andreas, N.Makri, Marathon South Coast Hotels





Image & Identity

The Emblem

A radiant sun, the **source of life** that underlines the **excellence and power of the athlete** that takes part in the Games. **Excellence** is depicted in the olive branch and **power** in the spiral form in the center of the sun.

The colors reflect the **Greek landscape** and project emotions like **passion for life** in the warm red, **optimism** in the orange, **determination** in the blue, **freedom** in the light blue and **hope** in the green.



The Slogan

I AM IN!



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Image & Identity

The Official Mascot - APOLLON

The **Sun** is the symbol of **optimism, joy** and **glory**. Its light and warmth are considered a **source of life** and **happiness**.

APOLLON aims to convey the message of joy and optimism towards all athletes, and to **welcome them in Greece with a big warm hug**.

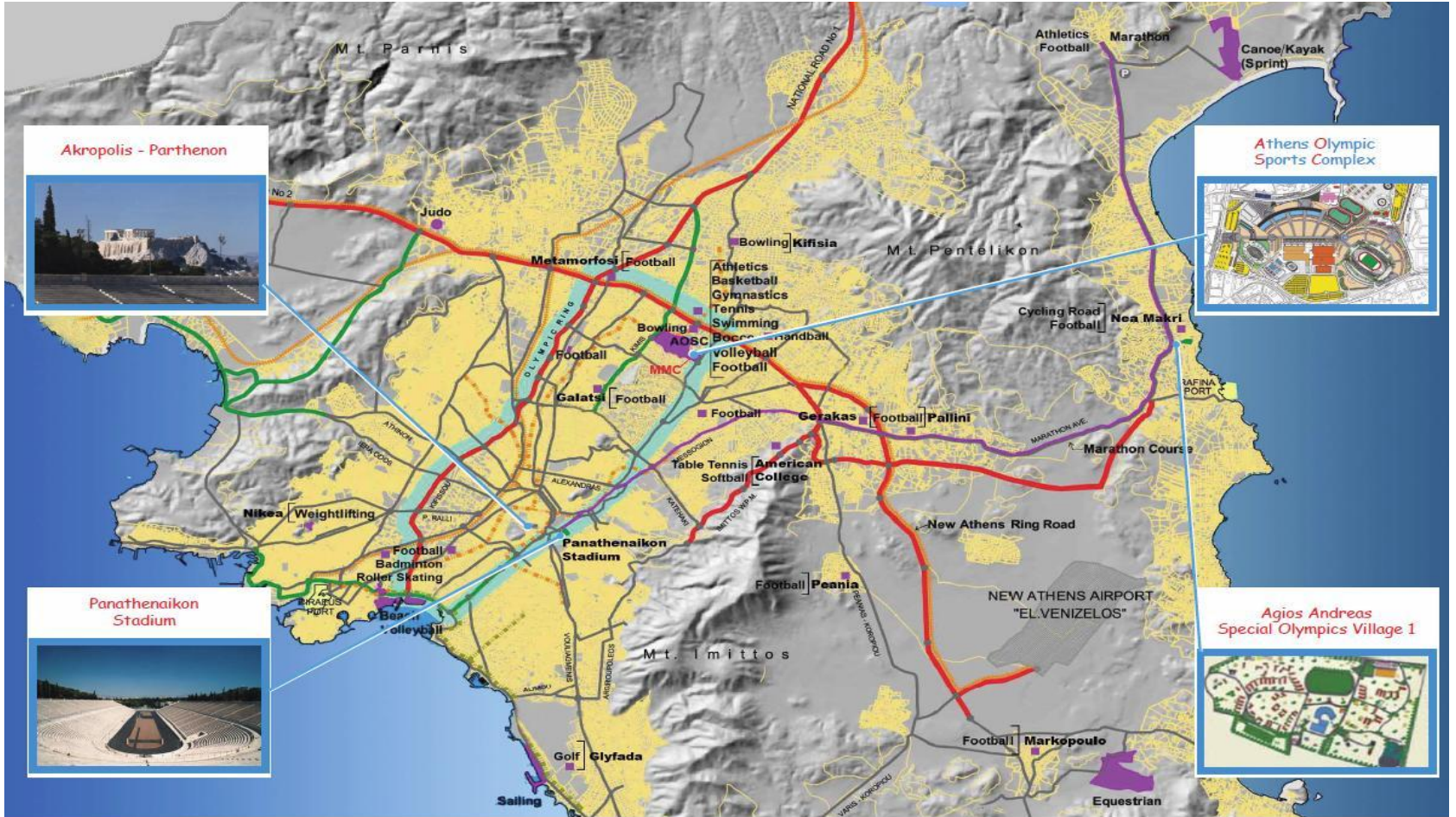
In the Special Olympics World Summer Games ATHENS 2011, Apollon will be present and will spread its light to all our athletes, while they will be competing in the sports fields, by keeping the Flame of Hope burning.





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Games Master Plan



Athens 2011

GAMES MASTER PLAN

Special Olympics
World Summer Games



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Sport & Venues

Athens Olympic Sport Complex



Venue	Sport
Olympic Stadium	Athletics Volleyball
Olympic Aquatics Centre	Aquatics
Olympic Indoor Hall	Basketball
Olympic Velodrome	Powerlifting
Olympic Tennis Centre	Tennis



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Sport & Venues

Hellenikon Olympic Complex



Venue	Sport
Olympic Fencing & Indoor Hall	Gymnastics
Olympic Fencing Hall 1	Badminton
Olympic Fencing Hall 2	Handball
Olympic Hockey Venue	Cycling Football (5x5)
Olympic Baseball Venue	Football (7x7)
Olympic Softball Venue	Softball



Sport & Venues

Independent Venues



Venue	Sport
Peace And Friendship Stadium Pireaus	Bocce, Table Tennis, Rollerskating, Beach Volleyball (DEMONSTRATION)
The American College of Greece	Judo
Spata Blanos Sports Park	Bowling
Markopoulo Olympic Equestrian Centre	Equestrian
Agios Kosmas Training Centre	Football (11x11)
Glyfada Golf Course	Golf
Schinias Olympic Rowing & Canoeing Centre	Kayaking
Schinias Sailing Academy	Sailing, Open Sea Water (DEMONSTRATION)



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Non Sport Events

- The lighting of the "Flame of Hope"/ Global Law Enforcement Torch Run,
- Host Town Program,
- Healthy Athletes,
- Global Policy Summit/Symposium,
- Global Youth Summit/Youth Rally,
- Family Forum,
- Special Olympics Festival/Town,
- Young Athletes Program,
- MATP,
- Achieving Personal Best



Photo: Charis Akeriviadis

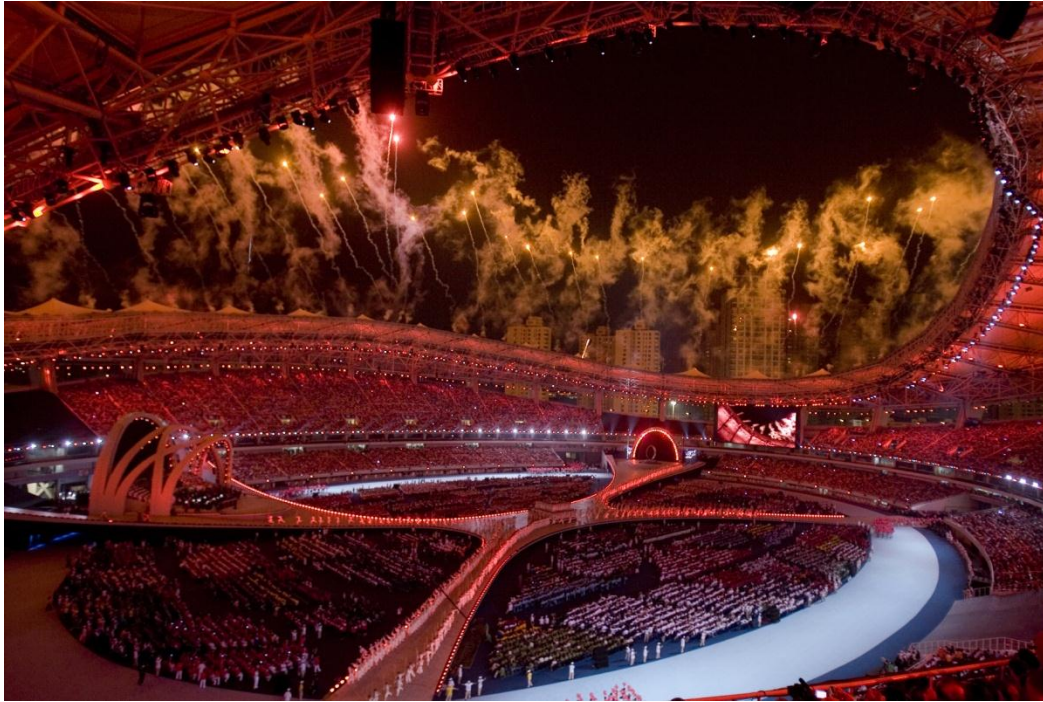
Host Town Program



- Majority of Host Towns have been identified - The 13 Regions of Greece, and Cyprus will host over 10,000 people in hotels
- All methods of transportation will be utilized
- Ministry of Interior will provide logistical support
- 148 Youth Councils from across Greece will provide on the ground support
- Program is viewed as a key legacy component for SO Hellas



Opening & Closing Ceremonies



7.500 Athletes from 185 countries that will march in the "Kallimarmaron Panathinaikon Stadium on June 25th and in the July 4th , and will shout to the whole world:

Let me win! But if I cannot win let me be brave in the attempt".

The World-Renowned concept creator **Fokas Evangelinos** and his creative team, that consists of the composer **Stefanos Korkolis**, stage designer **Ilias Ledakis**, costume designer **Elli Papageorgakopoulou** and copywriter **Theodore Grigoriadis** are responsible for the concept of the Ceremonies , the will be implemented

Simon Graveling (Project Manager) and **Andrew Walsh (Executive Producer)**, whose experience creating many of the world's most memorable events includes the 2004 Olympic Games here in Athens. The ceremonies' team is a mix of artists with international impact and with extensive professional experience in the organization of mega events.

Fundraising & Budgeting

Budget

- 66 million Euros

Funding/Fundraising

- Greek government has committed 26 million Euros (+ 10% contingency) – the overall commitment will not exceed 30 million Euros
- EU Funding - up to 5.5 million Euros

Marketing Program – International Sponsors

- Coca Cola
- Midwest Trophy
- Mattel

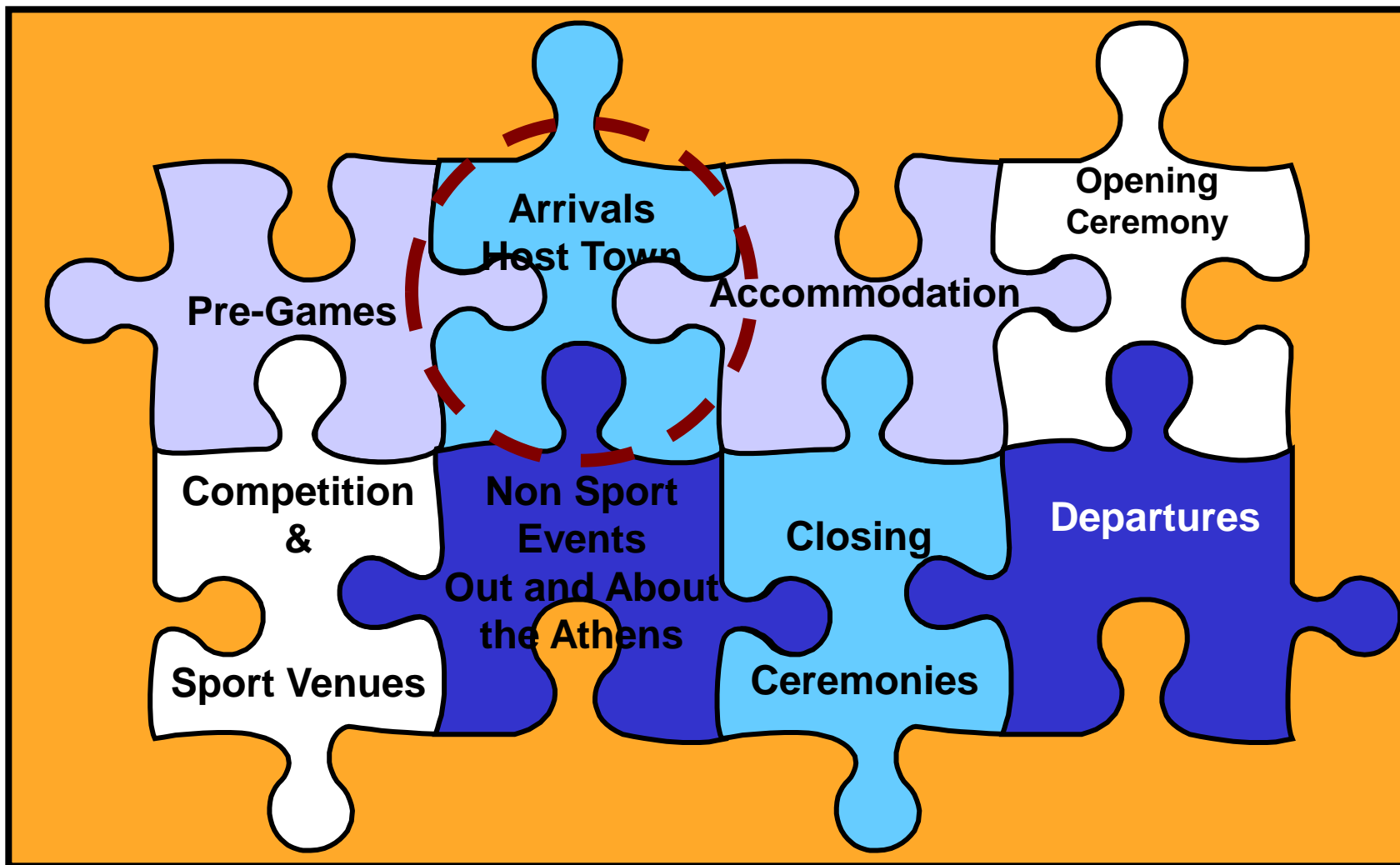
Fundraising & Budgeting

➤ National Sponsors

- ✓ OPAP (Hellenic Football Prognostics Organisation)
- ✓ OTE – Cosmote
- ✓ ERT – Hellenic National Radio & Television
- ✓ Hellenic Red Cross
- ✓ Hellenic Properties SA
- ✓ Municipality of Athens
- ✓ Archdiocese of Athens
- ✓ Microsoft
- ✓ Cosco PCT
- ✓ OASA – Organisation of Athens Public Transport
- ✓ Aegean Airlines
- ✓ Hellenic Post Office
- ✓ Zolotas
- ✓ Hoteliers throughout Greece (40000 free full board bed-nights)

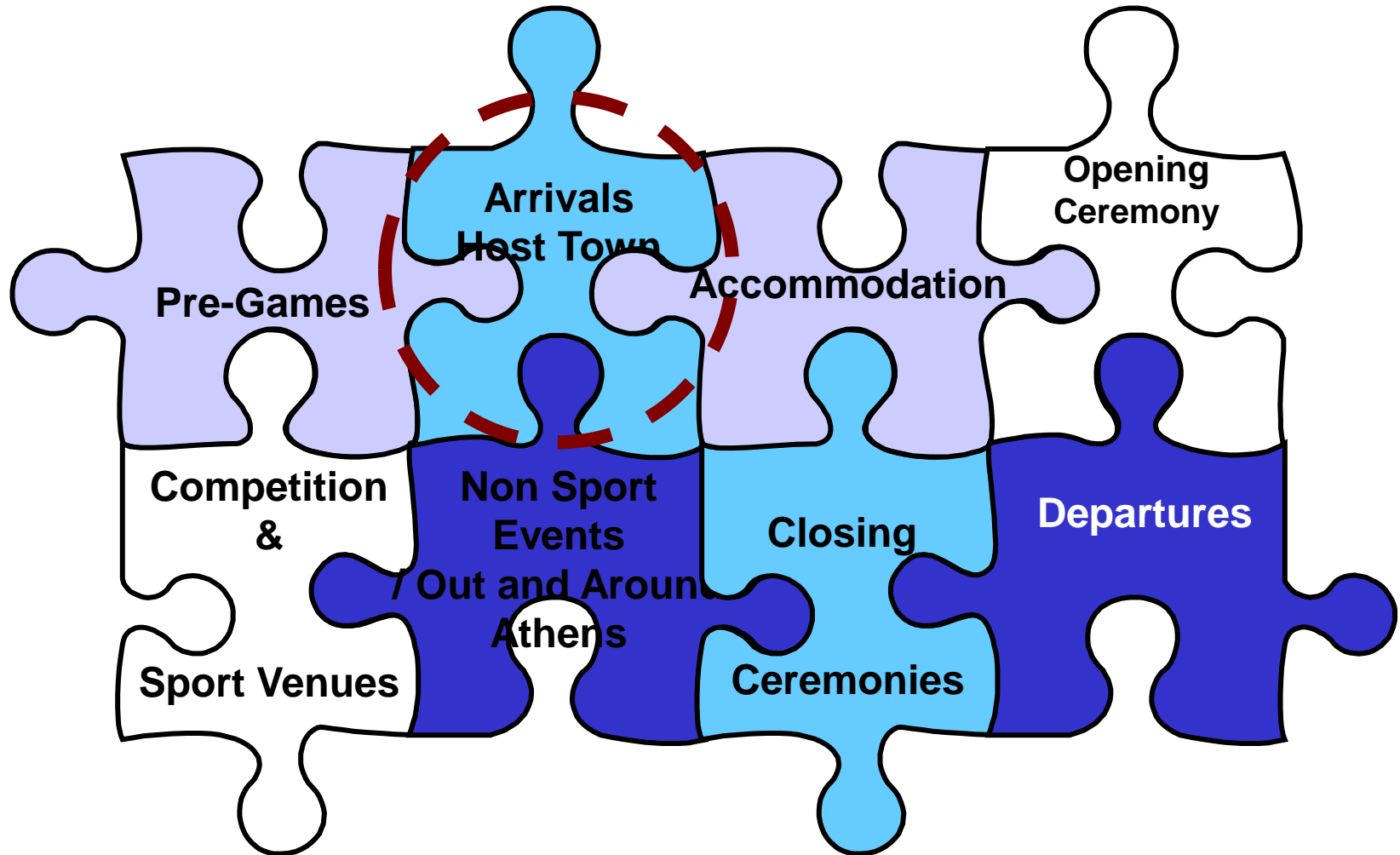


Clients' Blue & White Experience





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Clients' Blue & White Experience

NEEDS

Clients Requirements

DELIGHTERS

"Wow, that was great!"

DERAILERS

"That was the worst experience"



Involvement/Contribution to the Clients' Experience

- Participate in HOD Seminar : 14-18 October 2010 Athens
- Bring together Sport Ministers and Leaders from your countries
- Bring the youth – support us in our goal to give to the Games a youth focus
- Make sure your athletes are trained well
- Respect deadlines and complete all needed forms
 - ✓ **Registration deadlines**
 - GMS Exchange/Paper Registration 14 October 2011
 - GMS Web(if we do it) 24 January 2011
 - Registration Deadline 1 March 2011
 - Last day to Activate Alternates(Substitutes/Reserves) 1 May 2011
- Embrace the **Wonderful Winning Word !!!**



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Volunteers Program



- ✓ 1st Volunteer - the President of the Hellenic Republic
- ✓ 1st Universal Volunteer - His All Holiness Ecumenical Patriarch Bartholomew
- ✓ Archbishop of Athens also signed volunteers application form
- ✓ Approx. 9000 individual volunteers registered
- ✓ 1200 volunteers participated in the Test Events
- ✓ 22 Volunteers' Heralds
- ✓ Pioneer Volunteers



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**Highlights
of progress
up-to-date**

2008 - 2010

- Founding of the Organising Committee & establishment in Goudi HQ
- Signing of MoU with 9 Ministries of the Hellenic Republic, the Greek Church, the Municipality of Athens and other local authorities
- Committed support by:
 - ✓ the President of the Hellenic Republic
 - ✓ His All Holiness Ecumenical Patriarch Bartholomew
 - ✓ Greek Church & Archbishop Ieronymos
- Extensive Games Promotion (TV, Radio, Publications)
 - ✓ Campaigns: 2 years to go, Test Events, Mascot, Volunteers Program/Launch of Mascot, etc
 - ✓ Ongoing Interviews, Press Releases, Participation in other events, etc.



