

Special Olympics ***Texas***



2022 SOTX Winter Games Marketing Plan

Special Olympics Texas events are always open and encouraged for the public to come be a part and see what's happening at our events. Some believe that Special Olympics events are closed off and only for those with disabilities, but we plan to change that narrative and focus on being welcoming and inclusive. Below is our plan to market the 2022 Special Olympics Texas Winter Games:

We plan to promote and market this event using local radio stations to welcome and invite volunteers to assist in the competitions. Radio stations include The Horn 104.9 KTXX as we have a relationship with many former UT football players as well as connections to the Longhorn Network through Unified Champion School (UCS) programming.

We also plan to do regular press releases through the local media to encourage volunteers to come out and support as well as participate in the Opening Ceremony/Victory Dance.

We will contact the Longhorn Network to propose Athlete interviews to promote the event as well as recruit the Longhorn Network to come out and live stream events offered at the Winter Games.