



## Special Olympics Texas Winter Games Marketing Plan

---

Special Olympics Texas (SOTX) is committed to promoting inclusion, unity, and athletic excellence throughout the state. As we prepare for the 2025 Winter Games, SOTX has developed a comprehensive marketing strategy to ensure the event is well-publicized, fostering broad community engagement and participation.

**1. Multi-Channel Social Media Campaigns** Special Olympics Texas utilizes all major social media platforms to effectively communicate and engage with a wide audience across the state. Our platforms include:

- **Facebook:** Event announcements, participant spotlights, and updates to our largest community base.
- **Instagram:** Visual storytelling through photos, videos, and athlete highlights.
- **X (formerly Twitter):** Real-time updates, event news, and interactive campaigns with our followers.
- **LinkedIn:** Professional engagement, focusing on partnerships and volunteer recruitment.
- **YouTube:** Longer-form content, including athlete stories, event recaps, and interviews.
- **Full-Event live coverage:** utilizing Instagram Stories as well as social media of community members involved, we have full coverage of Winter Games, as it happens, across all SOTX social sites.

These platforms allow us to share impactful stories and generate excitement leading up to and during the Winter Games, maximizing visibility across various demographics.

**2. Coordination with Traditional Media Outlets** SOTX places great emphasis on traditional media to reach communities across Texas. Our approach includes:

- **Outreach to Local Media:** Well ahead of the Winter Games, we establish communication with local television stations, newspapers, and radio stations in the hosting area and beyond. This outreach involves personalized emails, phone calls, and, where appropriate, in-person meetings with media representatives to ensure substantial coverage before, during, and after the event. Because of its proximity, the entire greater Austin media is invited as well. This ensures as much coverage as possible for Lakeway and Bee cave.
- **Media Kits:** We provide detailed media kits, including press releases, athlete profiles, and event schedules, to facilitate timely and comprehensive reporting.

**3. Volunteer Photographers and Videographers** A key element of our marketing strategy is the inclusion of skilled volunteer photographers and videographers. These volunteers help capture the spirit of the event while providing invaluable content for promotional purposes. Their contributions allow us to archive the events and share the experience with a broader audience, both in real-time and in post-event materials.

**4. Winter Games Press Conference** Approximately two months prior to the Winter Games, SOTX hosts a press conference in the event's host city (venues have varied but we can count on a Bee Cave or Lakeway press conference). This press conference serves multiple purposes:

- **Community Engagement:** It highlights the host city's integral role and the broader community's support, fostering a sense of ownership and pride among residents.
- **Media Involvement:** Local media outlets are personally invited to attend and cover the press conference. This early engagement ensures media representatives are well-prepared to feature the Winter Games in their programming and publications.
- **Local Leadership Participation:** Speakers at the press conference include notable city leaders, community influencers, and representatives from SOTX. Their participation reinforces the close partnership between the city and SOTX, emphasizing the importance of community involvement in the success of the event.

**5. Collaboration with Local Community Influencers** We recognize the importance of grassroots efforts to generate local excitement. As part of our strategy, SOTX seeks out key community figures—business leaders, educators, civic groups, and other local influencers—who can act as ambassadors for the event. These individuals help spread awareness through their networks, amplifying our outreach and ensuring that the Winter Games resonate deeply within the host city and surrounding areas.