

# BREAKFAST WITH CHAMPIONS

## INFORMATION GUIDE

### ABOUT THE EVENT

The Rafer Johnson Breakfast with Champions brings leaders of the business and sports communities together to honor the accomplishments of Special Olympics athletes. The featured keynote speaker for this year's Breakfast With Champions is UCLA Men's Basketball Head Coach Steve Alford. The event will follow the Summer Games Opening Ceremony and features a Parade of Champions and Special Olympics parent speakers. The event will be held Saturday, June 10 at 11:30 a.m. Individual tickets are \$60 and Sponsorships are available from \$1,000 to \$15,000 Learn more at:

**[WWW.SOSC.ORG/BWC](http://WWW.SOSC.ORG/BWC)**

### ABOUT RAFER JOHNSON

Rafer Johnson, Olympic Decathlon Gold Medalist, founded Special Olympics Southern California along with a small group of dedicated volunteers in 1969. Johnson was inspired by Special Olympics athletes at the first ever International Special Olympics Summer Games held by Eunice Kennedy Shriver in 1968. Since then he has been an integral member of the organization and passionately volunteers his time to help Special Olympic athletes succeed.

### ABOUT SPECIAL OLYMPICS SOUTHERN CALIFORNIA

Special Olympics Southern California enriches the lives of athletes with intellectual disabilities through sports, health, and leadership programs. Special Olympics helps athletes become more independent, build self-esteem, and live healthier lives. They inspire people to open their hearts and create more accepting and inclusive communities. All Special Olympics programs are free to the athletes and their families. Learn more at [www.sosc.org](http://www.sosc.org).

### SAMPLE SOCIAL MEDIA POSTS - GENERAL

- Start the 2017 #SOSCSG dining with Champions. Join Rafer Johnson and @UCLAMBB Coach Steve Alford and others for the annual Breakfast With Champions, which will be held at 11 am June 10 in celebration of the many accomplishments by Special Olympic athletes. Visit: [SOSC.org/bwc](http://SOSC.org/bwc)
- The #SOSCSG won't be complete without dining with Rafer Johnson and @UCLAMBB Steve Alford at the annual Breakfast With Champions. Come and honor the many accomplishments by Special Olympic Athletes at this special dinner. It's a great start to the Summer Games. Info: [SOSC.org/bwc](http://SOSC.org/bwc)

### SAMPLE SOCIAL MEDIA POSTS - SPONSORS

- [Company Name] has been a proud partner of @SOSoCal for [number] years. We're excited to be with Rafer Johnson, @UCLAMBB Steve Alford and many other at the Breakfast with Champions. Join us! [sosc.org/bwc](http://sosc.org/bwc)
- [Company Name] will be among champions to start the 2017 Summer Games. Will you? Join us, Rafer Johnson, @UCLAMBB Steve Alford and many more at the Breakfast With Champions on June 10 [sosc.org/bwc](http://sosc.org/bwc)

### SAMPLE SOCIAL MEDIA POSTS - TICKETS

- Get your tickets today to be a part of champions! Join keynote speaker @UCLAMBB Steve Alford, Rafer Johnson and many others at the Breakfast of Champions, an event to honor the accomplishments of Special Olympics athletes. Buy today! [SOSC.org/bwc](http://SOSC.org/bwc)
- Start your 2017 Summer Games with champions and a great breakfast. This year's keynote speaker is @UCLAMBB Steve Alford as we Special Olympics athletes and their accomplishments. Buy today at: [sosc.org/bwc](http://sosc.org/bwc)

## BREAKFAST WITH CHAMPIONS

**SATURDAY • JUNE 10 • 11:30 A.M.**

- The breakfast begins at 11:30 a.m. in the Student Union Ballroom
- Parade of Champions, which is led by Olympic Decathlon Gold Medalist Rafer Johnson and includes Special Olympics athletes, U.S. Olympians, and notable sports champions, will open the program.
- A Special Olympics family member will share some inspiration.
- The Rafer Johnson Humanitarian Award Winner will be presented.
- Keynote Speaker: UCLA Men's Basketball Head Coach Steve Alford

More Details:

**[WWW.SOSC.ORG/BWC](http://WWW.SOSC.ORG/BWC)**



### SOCIAL BASICS

**Facebook**

[SpecialOlympics.socal](https://www.facebook.com/SpecialOlympics.socal)



**Twitter**

[@SOSoCal](https://twitter.com/SOSoCal)



**Instagram**

[@SOSoCal](https://www.instagram.com/SOSoCal)

**HASHTAGS TO USE:** (in order of use preference)

**#SOSCSG**

*Special Olympics Southern California Summer Games hashtag*

**#WeAreSOSC**

*Special Olympics Southern California Main hashtag*

**#SOSCBreakfastWithChampions**

### PARTNERS TO TAG

**California State University, Long Beach:**

*Facebook.com/CSULB*

*Twitter: @CSULB*

*Instagram: @CSULongBeach*

**UCLA Basketball/Steve Alford:**

*Facebook.com/UCLAMensBasketball*

*Twitter: @UCLAMBB*

*Instagram: @UCLAMBB*