



SPECIAL OLYMPICS  
**ASIA PACIFIC  
BOCCE & BOWLING  
COMPETITION**  
NEW DELHI, INDIA 2024

## 18th – 23rd November 2024

Special Olympics Asia Pacific Bocce and Bowling Competition 2024 will be held in New Delhi. The competition is specifically designed for lower ability athletes in senior age group. The event expects participation of 15 countries from three regions of Special Olympics International.



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## Executive Summary:

Special Olympics aims to provide year-round sports training and athletic competition to children and adults with Intellectual and Developmental Disabilities in various Olympic type sports. Through sports, they experience joy, develop courage and share their abilities with their families and communities at large.

Covid-19 most impacted the participation of our athletes in sports. Nearly 95% of our athletes could not train and participate in sports events thus impacting their fitness and well-being, as sports is a major catalyst in maintaining their health and life-skills. As part of Return to Play campaign, which focuses on bringing the athletes back to sports fields, Special Olympics is creating platforms for our athletes to participate at various levels. This provides them with motivation to keep practising and stay fit.

Adults with intellectual disabilities often face significant barriers to participation in competitive activities. These barriers can lead to social isolation, decreased physical activity, and a lower quality of life as they progress. According to our census studies, 94% of adults with intellectual disabilities above the age of 22 year could not have access to suitable sports training and competitions that accommodate their unique needs.

Special Olympics events of Bocce and Bowling focus on developing eye-hand coordination, cognitive abilities and decision-making abilities of athletes with special needs.

## The Games:

Special Olympics International has National programs in 192 countries which are administratively divided in to seven regions: Africa, Asia Pacific, East Asia, Europe/Eurasia, Latin America, North America, Middle East/North Africa.

The above-mentioned competition is first of its kind, where in our athletes in age group 22+ years and of lower ability <sup>1</sup>will be participating at regional level from four different regions. We expect participation from 15 countries including Australia, Bangladesh, Bharat, Hong Kong, Kazakhstan, Philippines, Macau, Malaysia, Myanmar, New Zealand, Singapore, Indonesia, Uzbekistan, Thailand, & Timor Leste. Teams from Africa and America have also expressed their interest to participate. (Three regions)

The competition is traditional in nature where only athletes with Intellectual and Developmental Disabilities will participate. We expect participation of **250 athletes, coaches and officials from 15 countries.**

The competition will be held under the guidance of Special Olympics International, National Sports Federation for Bowling and supported by Sports Authority of India & Ministry of Youth Affairs and Sports, Government of India.

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<sup>1</sup> Lower ability means the athletes who require more support and adaptation while performing sports - skills. They require more effort and support in developing their sports skills too.

## Goals of the Program

Special Olympics Bharat through the event plans to:

- Introduce a new official sports discipline – Bowling to our existing events.
- Develop focus on increased participation in sports programs for adults with IDD in lower ability category.
- Conduct Healthy Athletes program to assess the health requirements of the athletes with IDD

The primary objective of this program is to create a supportive and encouraging environment where adults with intellectual disabilities can participate in competitive activities. This will be first ever event where we are inviting athletes in category of 22+ years and with lower ability. Specific goals include:

- Sports:
  - Train 50 coaches in new discipline of Bowling
  - Develop focussed events for 500 lower ability athletes at state-level for Bowling.
  - Develop focussed events for 2500 athletes in the age group and category at grassroot level in Bocce.
  - Conduct National Games for 250 athletes each in Bocce and Bowling.
  - Organize Special Olympics Asia Pacific Regional Games in Bowling and Bocce 2024, with participation of 15 countries.
- Health:
  - Train new Clinical Directors in Special Olympics health disciplines for more local resource.
  - Screening of 500 children with IDD in seven health parameters of Special Olympics such as Opening Eyes, Special Smiles, Healthy Hearing, Fit Feet, Fun Fitness, Health Promotion, Strong Minds

Secondly, it will help in creating opportunities for our athletes to participate in more international events in future.

## Implementation Plan

Our program will be implemented in three phases:

1. **Development Phase:** Collaborate with experts in adaptive recreation to design a range of games.
2. **Competition Readiness:** Conduct a pilot program with a small group of participants to refine the games and approach.
3. **Regional Games:**
  - **Sports:**
    - Conduct of Regional Games for 15 countries staffed by trained volunteers and supported by professional staff.
  - **Health:**
    - Healthy Athletes <sup>2</sup>- Organize and Train New Clinical Directors
    - Performance station <sup>3</sup>for the athletes participating in the event

**Development Phase** will include training of 25 officials and 50 coaches from 25 states. They will be responsible for conduct of event and train athletes locally.

**Competition Readiness** will comprise of hosting a National Games for 250 athletes as pilot games for new discipline and pre-training of the Regional Games.

**Regional Games** will be held in New Delhi from 18<sup>th</sup> – 23<sup>rd</sup> November 2024 through the trained volunteers and professionals in sports, health and other areas. The event will see participation of 250 athletes & coaches from 15 countries. The event will be supported by 500 volunteers & officials from India and International offices.

The games will include adapted versions of Bocce and Bowling which are physical activities designed to ensure inclusivity and engagement for all ability levels.

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<sup>2</sup> Healthy Athletes is Special Olympics Health program, where athletes are screened for their health requirements such as Eyes, Ears, Dental, Physio-therapy, Feet, Nutrition and Psychological support

<sup>3</sup> Performance Station is the area where athletes learn to cool down after the event as well as they are educated on hydration, nutrition etc.

## Budget

In Special Olympics, the host country is required to cater to all local expenses of the team. Given below is the estimated budget for the event:

S. No	Budget Head	Amount	Description
<b>Competition Readiness</b>			
1	Competition Readiness	₹ 27,00,000.00	Training of Coaches, Officials and Athletes
<b>Sports</b>			
2	Venue Hire & Equipment	₹ 20,00,000.00	Event Venues & Equipment Hire
3	Accommodation	₹ 1,36,05,000.00	Participating Countries & Officials
4	Meals on Venue	₹ 63,12,500.00	Meals at competition venues
5	Local Transportation	₹ 22,75,000.00	Local Transportation of teams and officials for events
6	Communications & Media	₹ 10,75,000.00	Marketing resources
7	Supplies	₹ 12,11,000.00	Apparels, Mascot, Stationary, Event Merchandize
8	IT Set-up	₹ 10,70,000.00	IT - Set-up for results coalition etc
9	Various Agencies for event including Opening & Closing Ceremonies	₹ 3,44,45,000.00	Various agencies hiring – Opening & Closing Ceremonies, Event Management, PR, Photography and Videography, MC, Brand Ambassador etc
<b>Health</b>			
10	Healthy Athletes	₹ 31,50,000.00	Health Check-up of the athletes from Participating countries and 250 local athletes
11	Admin / Personnel Cost	₹ 67,84,350.00	Personnel Cost for the event
<b>Total</b>		<b>₹ 7,46,27,850.00</b>	

## Measuring Success

Success will be evaluated through both quantitative and qualitative measures, including:

- Participant attendance and engagement levels.
- Feedback from participants and their caregivers.
- Post-program surveys to assess changes in participants' social and physical activity levels in India as well as participating countries.

As this is first-ever event planned and organized for the category, we would like to learn about the impact of the event. We will be conducting research on the impact of this event in India and the nations participating.



## Support requested:

We believe that providing Competition opportunities for adults with intellectual disabilities will significantly enhance their quality of life and foster a more inclusive community. We kindly request your support in funding this essential program. Given below are the deliverables from Special Olympics Bharat for the partners:

Deliverable / Category	Title Sponsor	Co-Sponsor (Multiple)	Partner (Multiple)	Value in Kind Partners <sup>4</sup>
<b>Sponsorship Amount</b>	<b>INR 3 Cr</b>	<b>INR 1.5 Cr</b>	<b>INR 75 Lakhs &amp; Below</b>	
<b>Logo</b>	Title infused with Games Logo	---	---	---
<b>Exclusive Sponsor Interactions</b>	<ul style="list-style-type: none"> <li>Athletes Meet &amp; Greet with your Executives</li> <li>Live Social Media Engagements</li> <li>Media Interaction</li> <li>Unified Sports Experience</li> <li>Speech at Opening \Closing ceremonies</li> <li>Medal Presentation</li> <li>Half Page sponsor profile in SO Bharat Bulletin</li> </ul>	<ul style="list-style-type: none"> <li>Athletes Meet &amp; Greet with your Executives</li> <li>Social Media Engagements</li> <li>Media Interaction</li> <li>Unified Sports Experience</li> <li>Medal Presentation</li> <li>One Fourth Page sponsor profile in SO Bharat Bulletin</li> </ul>	<ul style="list-style-type: none"> <li>Athletes Meet &amp; Greet with your Executives</li> <li>Social Media Engagements</li> <li>Unified Sports Experience</li> <li>Medal Presentation</li> </ul>	<ul style="list-style-type: none"> <li>Athletes Meet &amp; Greet with your Executives</li> <li>Unified Sports Experience</li> </ul>
<b>Acknowledgment of the support &amp; logo with other partners during</b>	<ul style="list-style-type: none"> <li>Opening Ceremony</li> <li>Closing Ceremony</li> <li>Health Athlete Venue</li> <li>Honored Guest Program</li> </ul>	<ul style="list-style-type: none"> <li>Opening Ceremony</li> <li>Closing Ceremony</li> <li>Cool Corners</li> </ul>	<ul style="list-style-type: none"> <li>Opening Ceremony</li> <li>Closing Ceremony</li> </ul>	<ul style="list-style-type: none"> <li>Opening Ceremony</li> <li>Closing Ceremony</li> </ul>
<b>Honored Guest Dinner</b>	5 people	3 people	2 people	2 people
<b>Acknowledgment of the Sponsor support</b>	<ol style="list-style-type: none"> <li>All promotional activities across the country and also in all communication collaterals, media releases and social media Platforms</li> <li>Annual Report and website.</li> </ol>	<ol style="list-style-type: none"> <li>All promotional activities across the country and also in all communication collaterals, media releases and social media Platforms</li> <li>Annual Report and website.</li> </ol>	<ol style="list-style-type: none"> <li>All promotional activities across the country and also in all communication collaterals, media releases and social media Platforms</li> <li>Annual Report and website.</li> </ol>	<ol style="list-style-type: none"> <li>All promotional activities across the country and also in all communication collaterals, media releases and social media Platforms</li> <li>Annual Report and website.</li> </ol>

<sup>4</sup> Value in Kind partners are the companies which provide more than 50% discount on the services or goods. They will be given a specific title for their services.

## Contact Information

Together, we can make a meaningful difference in the lives of many individuals with IDD.

We look forward to your further discussion on the subject. You can discuss the proposal in detail with

1. Mr. V K. Mahendru, Executive Director. He can be reached at [vkm@specialolympicsbharat.org](mailto:vkm@specialolympicsbharat.org) / +917042692817.
2. Mr. Jayvrat Kapoor, Director Sports Centres & Communication. He can be reached at [jaykapoor0909@gmail.com](mailto:jaykapoor0909@gmail.com) / +919820047471

## Annexures:

- I. About Special Olympics Bharat