



UNIFIED CHAMPION SCHOOLS PARTNER DISTRICT TOOLKIT

A Communications & Promotional Guide for Unified Champion Schools





WELCOME

Dear Unified School Champion Partners,

Special Olympics Northern California uses sports to jumpstart change and spark joy. We offer year-round athletic programs, inclusive school-based programming, health screenings, and leadership opportunities to people with intellectual disabilities across 42 counties, all free of charge.

We are so excited to welcome you as an official Special Olympics Northern California Unified Champion Schools® partner! Your commitment to bringing the Schools Partnership Program (SPP) to your campus is a powerful statement about the kind of community your district is building — one rooted in inclusion, respect, and belonging.

You have already done the important work of signing on as a SPP Partner. Now comes the equally exciting part: telling your community about it. This toolkit is your resource for sharing your partnership with Special Olympics NorCal and the Unified Champion Schools program with your school community, including students, faculty, parents, school board, local media, and beyond.

Inside, you will find ready-to-use messaging, social media content, press release templates, branding guidelines, event promotion tips, and resources for connecting your students to Special Olympics NorCal programming both inside and outside of school. Think of this as your promotional playbook.

And remember, you are never doing this alone. Your dedicated Schools Staff Member and the Special Olympics NorCal team are here every step of the way. This toolkit is a starting point; your Area Manager is your partner for everything on the ground.

Thank you for championing inclusion. We cannot wait to see what you do next.

With gratitude and excitement,

David Solo
President & CEO
Special Olympics Northern California

WHAT'S INSIDE THIS TOOLKIT

Use this guide as your roadmap. Each section gives you everything you need to spread the word about your district's partnership with Special Olympics Northern California.

Section 1	Program Overview
1.1	What is a Unified Champion School (UCS)?
1.2	Video: "UCS is a Game-Changer"
1.3	Data, Research & Impact
Section 2	How to Activate Your School
2.1	Promoting Events at Your School
2.2	Logos, Branding & Print Resources
2.3	Social Media Guide
2.4	Awareness Months & Days
2.5	Key Messaging & Newsletter Copy
2.6	PR & Getting the Word Out
Section 3	More Resources
3.1	Your Resource Portal: At-a-Glance
3.2	Beyond the Bell: Community Sports
3.3	Your Special Olympics NorCal Team & Next Steps



SECTION 1: PROGRAM OVERVIEW

WHAT IS A UNIFIED CHAMPION SCHOOL?

Your district has joined a national movement. The Special Olympics Unified Champion Schools® (UCS) program promotes social inclusion by bringing together students with and without intellectual disabilities through sports, leadership, and school-wide activities. UCS is a proven, evidence-based approach to creating more welcoming and respectful school environments — and your district is now part of it.

The Three Components of a Unified Champion School

Every Unified Champion School activates programming across three interconnected areas:



Unified Sports

Students with and without intellectual disabilities train and compete as teammates on the same team — building friendship and respect through sport.



Inclusive Youth Leadership

Students with and without intellectual disabilities take on meaningful leadership roles through clubs, student councils, and peer mentorship programs.



Whole School Engagement

Campus-wide activities, assemblies, and campaigns that educate and inspire the entire school community around inclusion and respect.

VIDEO: “UCS IS A GAME-CHANGER”

One of the most powerful tools you have is video. The “UCS is a Game-Changer” video brings the Unified Champion Schools program to life in a matter of minutes. Share it everywhere — it says more than a paragraph ever could.

What This Video Does

This video is a compelling, emotional showcase of what Unified Champion Schools looks like in action: students connecting, competing, and leading together. It is designed to inspire parents, community members, and school leaders who may not yet know the full story of what UCS means for your campus.

7-MINUTE FULL-LENGTH VIDEO



[Watch Online](#)

3-MINUTE HIGHLIGHT VIDEO



[Watch Online](#)

Where and When to Share These Videos

- Post on your district and school websites under your Special Olympics NorCal/UCS partnership page.
- Show at School Board meetings when introducing or reintroducing the program.
- Feature at PTA/PTO meetings to engage the parent community.
- Play at staff meetings or professional development days to build teacher buy-in.
- Share at a school-wide rally or sports assembly to let the entire student body know about this on-campus program.
- Include links in your parent newsletter — especially during awareness months (Anti-Bullying Month in October, Kindness Week in January, Autism Acceptance Month in April).
- Share on your district and school social media channels with a caption like: “Proud to be a Unified Champion School! Watch what that means for our students. #UCS #OneNorCal #CelebrateInclusion #SpecialOlympicsNorCal #DoSomethingSpecial
- The shorter 3-minute version is available for quick social media posts and email features. Perfect for Instagram, Facebook, TikTok and LinkedIn shares.

DATA, RESEARCH & IMPACT

When advocating for the UCS program to your Board, community, or parents, data is your most powerful tool. Below are key statistics and research highlights you can use — along with links to access more.

The Impact of Unified Champion Schools in Northern California*



2024-2025 Unified Champion Schools Data, Special Olympics NorCal

Research: Why UCS Works

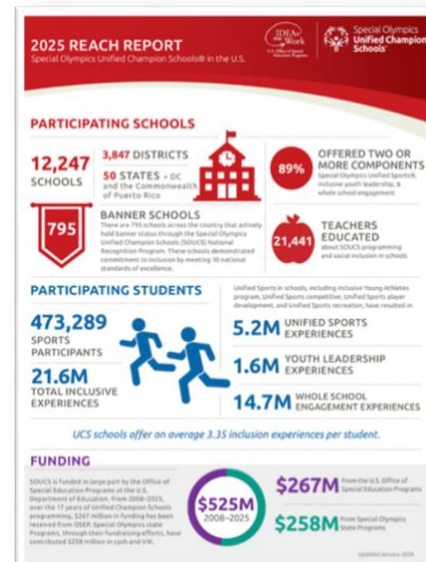
Research consistently demonstrates the positive impact of the Unified Champion Schools model on school climate and student outcomes for ALL students — not just those with disabilities.

- Schools with UCS programming report measurable reductions in bullying and exclusionary behavior. **91%** of liaisons indicated that the Unified Champion Schools program reduces bullying, teasing, and use of offensive language in the school.
- Students without disabilities demonstrate increased empathy, comfort, and friendship with peers who have disabilities. **95%** of Unified Champion Schools (UCS) liaisons felt that the UCS program has created a more socially inclusive environment, and **98%** felt the UCS program is valuable for the school as a whole
- Students with intellectual disabilities in UCS schools show increased confidence, leadership, and a sense of belonging.

- **81%** of liaisons indicated that Unified Champion Schools programming increases the attendance of students with intellectual disabilities, with 75% indicating an increased attendance of students without intellectual disabilities.
- UCS programming supports Social-Emotional Learning (SEL) goals across the school community — a key priority for most districts and school boards.
- **96%** of liaisons reported increased participation of students with intellectual disabilities in school activities. 96% felt the program increased opportunities for students with and without intellectual disabilities to work together.



Download



Download

More Data & Key Resource Links

- [SONorCal Data Hub](#) (statistics, impact data, program outcomes)
- [SONorCal 2025 Impact Report](#) (NorCal's 30th Anniversary Impact Report)
- [Special Olympics North America Research](#) (videos, case studies, how to host a rally)



SECTION 2: ACTIVATE YOUR SCHOOL

PROMOTING UCS EVENTS AT YOUR SCHOOL

Unified Champion Schools events are some of the most visible and exciting moments your district will have throughout the school year. Whether it's a Unified Sports competition, a school-wide assembly, a RESPECT Campaign rally, or a Kindness Week activity — these events deserve to be seen and celebrated.

This section is about how to promote these events within your school community. For how to plan and run events, connect with your dedicated Schools Staff Member.

Types of Events Worth Promoting



Unified Sports Events

Games, tournaments, and competitions where students with and without disabilities compete as unified teammates.



Inclusive Youth Moments

Student club showcases, leadership presentations, and student council features highlighting your Unified Youth Leaders.



Whole School Engagement Activities

All-school assemblies, spread the word pledge campaigns, Kindness Week activities and awareness events.

How to Promote an Event

- Announce it in advance via your district and school's website event calendar.
- Include it in parent newsletters and email blasts — give at least 1-2 weeks' notice.
- Share a preview on social media before the event and a recap post afterward with photos.
- Alert your district Public Information Officer (PIO) for potential local media coverage.
- Ask your school coordinator to share with teachers so they can encourage student and family attendance.



Whole School Engagement Activities

Whole School Engagement activities positively impact your school by including all students, teachers, staff, and administration. Many school-wide opportunities—such as Fans in the Stands, Unified Sports Rally, Respect Campaign, Ability Awareness Day and more—focus on inclusion and acceptance while allowing students to feel engaged. **Learn more about these events.**

How to Host a Youth Rally

Download **this guide** from the National Youth Activation Committee of Special Olympics for tips and ideas to activate a youth rally in your community.



LOGOS, BRANDING & PRINT RESOURCES

Your partnership with SONorCal is something to be proud of — and something worth showing off. This section covers how to use Unified Champion Schools branding correctly and where to find the files you need.

Using the Special Olympics, SONorCal & Unified Logos

As a Partner District, you have permission to use the Special Olympics Northern California and Unified Champion Schools logo in specific ways. Here is what you should know:

- You may display the SONorCal/UCS logo on your district and school websites to identify your partnership with SONorCal.
- You may include the logo in your newsletters, presentations, and internal communications.
- Use of the logo on apparel merchandise, banners, or any external signage requires advance approval from SONorCal in accordance with trademark guidelines.
- Do not alter, recolor, or recreate the logo. Always use the official files provided.



Logo Approval & Trademark Guidelines

- To request approval for logo use on apparel, merchandise, or external materials, contact your Area Manager first.
- Allow 5 business days for approval review.
- All use must follow Special Olympics International trademark standards.

Where to Download Official Logo Files

All official logo files, along with brand resources like fonts and photos, are available for download on the SONorCal UCS Brand Resource page.

Brand Resources

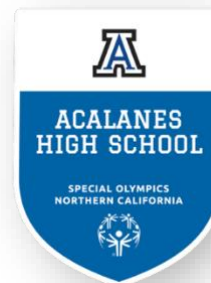
Custom School and Club Identity

Additionally, Unified Schools and Clubs can request a custom integrated logo and badge by contacting their Area Manager.

Example:



Acalanes Union High
Unified Club



Special Olympics NorCal Brochure: Put Us in Your Front Office

The Unified Champion Schools Brochure is a professionally designed, print-ready resource that explains the program to anyone who picks it up — parents walking into the office, substitute teachers, community members at events.

- Place copies in your school front offices, counseling centers, and any community-facing areas.
- Share digitally in your parent and staff newsletters.
- Bring copies to Back to School Night, Open House, CAC, PTA and Board meetings.
- Contact your SONorCal Area Manager or email schools@sonc.org if you would like to receive some Special Olympics NorCal brochures.

Download the Brochure

Download the full Unified Champion School Brochure to share with administrators, parents, and community members.





Banners & On-Site Signage

Your school has access to professionally designed SONorCal/UCS banners and signage to display at events and in common areas. These visuals signal to your whole community that you are a proud Unified Champion School.



These banners will be delivered when you sign your contract to become a Unified Champion School. Please contact your dedicated Schools Staff Member to reorder printed banners.

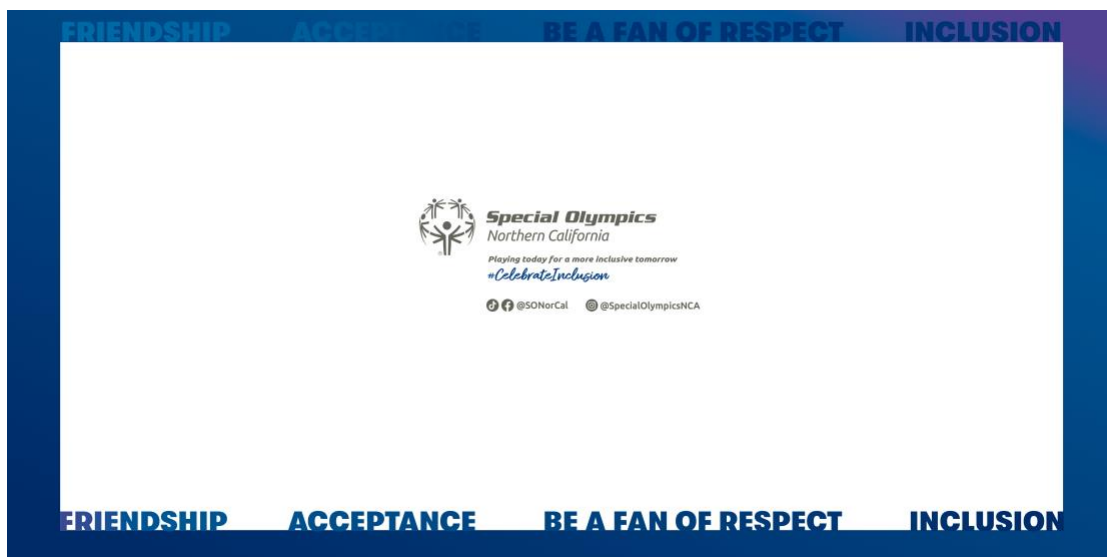


The RESPECT Campaign

The RESPECT Campaign is one of the most powerful Whole School Engagement tools available to your school. It is a campus-wide initiative that builds a culture of inclusion and respect — giving students, teachers, and families a shared language and set of values.

- Launch the RESPECT Campaign as a school-wide kick-off event or assembly.
- Feature it prominently in your school newsletter and social media during campaign periods.
- Encourage parents to continue the conversation at home by sharing campaign materials in family communications.

The RESPECT Campaign is available to use at your school by contacting your Special Olympics NorCal Schools Staff Member. Access the full toolkit at: sonc.org/respect-campaign.



SOCIAL MEDIA GUIDE

Platform Recommendations

Instagram	Best for photos and short videos. Show students in action at Unified Sports events, assemblies, and leadership activities. Use Reels for short highlights.
X (Twitter)	Great for quick announcements, event countdowns, and linking to media coverage. Keep it brief and timely.
LinkedIn	Ideal for district-level leaders to share program milestones and tag Special Olympics NorCal. Great for Board members, Superintendents, and SPED Directors.
TikTok	If your school or district uses TikTok: short, authentic student moments perform incredibly well. Authentic over polished!

Essential Tags & Handles

Official Accounts to Tag

Instagram: @SpecialOlympicsNorCal

Facebook, X, TikTok: @SONorCal

Hashtags: #UCS #UnifiedChampionSchools #SpecialOlympicsNorCal #OneNorCal
#CelebrateInclusion #DoSomethingSpecial #PlayUnified

Sample Post Copy

Announcing Your Partnership

Sample Caption:

We are proud to announce that [SCHOOL/DISTRICT NAME] is now an official Unified Champion School® partner with Special Olympics Northern California! 🌟 Through the UCS program, our students will connect, compete, and lead together — building a school community rooted in inclusion and respect. Stay tuned for all the incredible things we have planned this year. 🙌 #UCS #InclusionMatters #SpecialOlympicsNorCal @SpecialOlympicsNorCal

Promoting an Upcoming Event

Sample Caption:

Big things are happening at [SCHOOL NAME]! Join us on [DATE] for our Unified Sports [EVENT TYPE] — where students of all abilities come together as one team. This is what inclusion looks like in action. 🏆 #UnifiedChampionSchools #OneNorCal

AWARENESS MONTHS, DAYS & KEY MOMENTS FOR SCHOOLS

One of the best-kept secrets in school communications is how many meaningful awareness moments exist throughout the year that align perfectly with your Unified Champion Schools® partnership. Use these as built-in opportunities to post, share, and activate — your community will appreciate the education, and it keeps your UCS story visible all year long.

Fall Semester

October — National Bullying Prevention Month

The most widely observed awareness month in schools. Anchor your UCS messaging here around belonging, respect, and standing up for every student. PACER's Unity Day (third Wednesday of October) is a great single-day activation moment.

Sample Caption:

"October is National Bullying Prevention Month — and at [SCHOOL NAME], we believe the best prevention is a culture of true inclusion. As a proud Unified Champion School®, that's exactly what we're building every day. ❤️ #BullyingPreventionMonth #UCS #InclusionMatters @SpecialOlympicsNorCal"

October — Down Syndrome Awareness Month

A great opportunity to spotlight your athletes and students and celebrate neurodiversity across your campus.

November 13 — World Kindness Day

A widely celebrated day in schools and a natural fit for UCS messaging. Encourage students to share acts of kindness and tag your school.

Sample Caption:

"Happy World Kindness Day! 🧡 At [SCHOOL NAME], kindness isn't just a day — it's how we show up for each other every day. As a Unified Champion School®, our students lead the way. #WorldKindnessDay #UCS #InclusionMatters @SpecialOlympicsNorCal"

Spring Semester

Late January — The Great Kindness Challenge Week

Free, California Department of Education-endorsed, and already observed by many of your schools (sometimes called "Kindness Week"). This week-long program for TK–12 promotes kindness, social-emotional well-being, and bullying prevention — and it's a perfect UCS activation moment. Schools receive free checklists, toolkits, and classroom resources at no cost. Register at thegreatkindnesschallenge.com.

Sample Caption:

It's Great Kindness Challenge week at [SCHOOL NAME]! 🧡 As a Unified Champion School®, kindness and inclusion are built into everything we do — this week, we're making it visible. How many acts of kindness can we rack up together? 🙌 #GreatKindnessChallenge #ShowUsYourKind #UCS #InclusionMatters @SpecialOlympicsNorCal

March — Developmental Disabilities Awareness Month (DD Awareness Month)

March is one of the most important months of the year for the SONC community. Developmental Disabilities Awareness Month is a powerful opportunity to educate your school community about intellectual and developmental disabilities (IDD) and celebrate the athletes, students, and leaders in your program.

March 21 — World Down Syndrome Day

Highly visible and widely celebrated in schools. The "rock your socks" tradition (wearing mismatched, colorful socks) makes it fun and accessible for students of all ages — and very shareable on social media.

Sample Caption:

Today is World Down Syndrome Day, and we're rocking our socks! 🧦🧦 At [SCHOOL NAME], we celebrate every student, every ability, every day. #WorldDownSyndromeDay #RockYourSocks #UCS @SpecialOlympicsNorCal"

First Wednesday of March — Spread the Word: Inclusion Day ★

Spread the Word: Inclusion Day is a Special Olympics-owned national day of action in schools — students, teachers, and communities pledge to use respectful, inclusive language and stand up for belonging. It's student-facing, school-centered, and directly tied to the Special Olympics mission. Many districts organize assemblies, pledge campaigns, and social media activations around this day.

Sample Caption:

"Today is Spread the Word: Inclusion Day — and we're spreading it loud at [SCHOOL NAME]! 🗣️ As a Unified Champion School®, our students know that one word, one action, one moment of inclusion can change everything. Take the pledge. #SpreadTheWord #InclusionDay #UCS @SpecialOlympicsNorCal [\[LINK TO PLEDGE PAGE\]](#)"

April — Autism Acceptance Month

Widely observed in schools across the country. Note the language: *Acceptance*, not just Awareness — this distinction matters to the disability community and reflects Special Olympics NorCal's values. A great month to feature student voices and spotlight what inclusion looks like in your classrooms and on your fields.

Sample Caption:

"April is Autism Acceptance Month 💙 — and at [SCHOOL NAME], acceptance shows up in everything we do. From Unified Sports to student leadership, our Unified Champion Schools® partnership means every student belongs here. #AutismAcceptanceMonth #UCS @SpecialOlympicsNorCal"

Tip for Schools: You don't need to observe every awareness moment — pick two or three that resonate most with your school community. We recommend anchoring your year around late January (Great Kindness Challenge Week), October (Bullying Prevention Month), the first Wednesday of March (Spread the Word: Inclusion Day), and April (Autism Acceptance Month) as your three signature UCS communications moments. Your Special Olympics NorCal Area Manager can help you plan activations around each one.

KEY MESSAGING & NEWSLETTER COPY

Whether you are standing at a PTA podium, writing a newsletter blurb, or answering a parent's question in the parking lot — this section gives you the words you need. Use these as starting points and make them your own.

Elevator Pitch (30 seconds)

"Our district has partnered with Special Olympics Northern California to bring the Unified Champion Schools program to our campuses. Through Unified Sports, student leadership, and school-wide inclusion campaigns, we're creating an environment where every student — regardless of ability — belongs, leads, and thrives. We couldn't be more proud of what this means for our kids and community."

Sample Speech for Assemblies, PTA Meetings & Board Presentations

Adapt the following 2–3 paragraph script for any setting:

Paragraph 1 — The Partnership

I am thrilled to share that [DISTRICT NAME] has officially partnered with Special Olympics Northern California through the Unified Champion Schools program. This is a commitment we have made to every student, family, and staff member in our district — a commitment to building schools where everyone feels seen, valued, and included.

Paragraph 2 — What It Looks Like

Through Unified Sports, students with and without intellectual disabilities compete and train together as teammates. Through our student leadership program, young people take on meaningful roles and responsibilities side by side. And through school-wide campaigns like the RESPECT Campaign, we are weaving inclusion into the very culture of our campuses.

Paragraph 3 — The Call to Action

We need you. Whether you are a parent volunteering at an event, a student showing up for a teammate, or a community member cheering from the stands — you are part of what makes this program work. We are proud to be a Unified Champion School district, and we are just getting started.

Tip for Schools: Don't underestimate your students. A 2-minute testimonial from a unified pair or student leader — in their own words — is often the most powerful thing in the room. Whenever possible, let students speak alongside you.

Newsletter Blurb (Short Format)

[SCHOOL/DISTRICT NAME] is proud to be a Unified Champion School® partner with Special Olympics Northern California! Through Unified Sports, student leadership, and school-wide inclusion activities, our students are building friendships, developing leadership skills, and creating a campus climate where every student belongs. Learn more at [\[INSERT SCHOOL/DISTRICT URL\]](#) or contact [\[COORDINATOR NAME\]](#) at [\[EMAIL\]](#).

Key Facts to Know and Share

- Special Olympics Northern California serves more than 28,000+ athletes across 42 counties.
- We offer free year-round training and competitions in 11 sports.
- We proudly partner with nearly 300 Unified Champion Schools and 743 participating schools across 124 districts.
- We impact more than 245K+ students annually through our unified programs with over 770 inclusive events in 2025.
- Unified Champion Schools programming spans Pre-K through Transition-age students.
- Research shows UCS schools experience reduced bullying, stronger peer relationships, and improved social-emotional outcomes for all students.

PR & GETTING THE WORD OUT

Local media coverage of your UCS partnership can significantly raise your district's profile in the community — and it helps SONorCal tell a bigger story about inclusion across Northern California. This section gives you everything you need to pitch your story to journalists and media outlets.

Sample Press Release Template

Use this template when announcing your partnership, a major event, or a significant program milestone. Customize the bracketed sections and send to your local TV stations, newspapers, and online news outlets.

FOR IMMEDIATE RELEASE

[Date]

CONTACT: [District PIO Name] | [Phone] | [Email]

HEADLINE: [DISTRICT NAME] Joins Special Olympics Northern California as a Unified Champion School® Partner

Subhead line: District-wide partnership to bring inclusive sports, leadership, and engagement programming to [X] schools and [X] students

[CITY, CA] — [DATE] — [DISTRICT NAME] is proud to announce its official partnership with Special Olympics Northern California (SONorCal) as a Unified Champion Schools® (UCS) district partner. The partnership brings together students with and without intellectual disabilities through Unified Sports, inclusive youth leadership, and school-wide engagement programs at [X] schools across the district.

"[QUOTE FROM SUPERINTENDENT OR SPED DIRECTOR]," said [NAME], [TITLE], [DISTRICT NAME].
"[Second sentence with sentiment about inclusion and community.]"

The Unified Champion Schools program serves 600+ schools across Northern California, helping create school climates where students of all abilities feel a sense of belonging. Research has consistently shown that UCS programming reduces bullying, increases empathy, and improves social-emotional outcomes for all students — not just those with disabilities.

"[QUOTE FROM SONorCal REPRESENTATIVE]," said [NAME], [TITLE], Special Olympics Northern California.

For more information about the Schools Partnership Program, visit sonc.org/our-programs/schools-program or contact [DISTRICT CONTACT] at [EMAIL/PHONE].

###

(School boiler plate)



Media Distribution Tips

We understand that each District and School has its own media protocols when sharing news releases. Here are some additional suggestions to maximize awareness and visibility in your district/community.

- Send your press release to your local newspaper (print and online), local TV news assignment desks, and community news sites.
- Follow up with a brief phone call or email to the assignment editor 24–48 hours after sending.
- Include a high-resolution photo when available (minimum 300 dpi). Action shots of students outperform posed group photos.
- Timing matters: send releases Monday–Wednesday mornings for best pick-up.
- Tag your local media outlets when sharing on social media after coverage runs.

Media Interview Dos & Don'ts

DO	DON'T
Lead with a student story or impact moment.	Lead with statistics alone — data needs a human face.
Stay on message: inclusion, belonging, and community.	Speculate or go off script about topics you're unsure of.
Coordinate with SONorCal before speaking to media when possible.	Commit to specific program numbers without verifying with SONorCal first.
Use accessible, positive language about students with disabilities.	Use outdated or inappropriate terminology (e.g., avoid "special needs" — prefer "students with intellectual disabilities" or "students with disabilities").
Invite media to attend an upcoming event for photos/video.	Promise media access to student images without proper consent forms.



Story example: [Turning the Spotlight](#)



Share Your Stories with SONorCal

SONorCal's marketing team actively looks for success stories from partner schools to feature in social media, newsletters, and statewide campaigns. When your students do something incredible — we want to know about it.

- Types of stories that resonate most:
- Unified pairs (students with and without disabilities who became close teammates or friends)
- Student leadership moments (a student with a disability stepping into a leadership role for the first time)
- Student-led events and activities — rallies, awareness campaigns, pledge drives, or assemblies organized by your students around inclusion
- Teacher or coach testimonials about program impact
- Before-and-after school climate stories

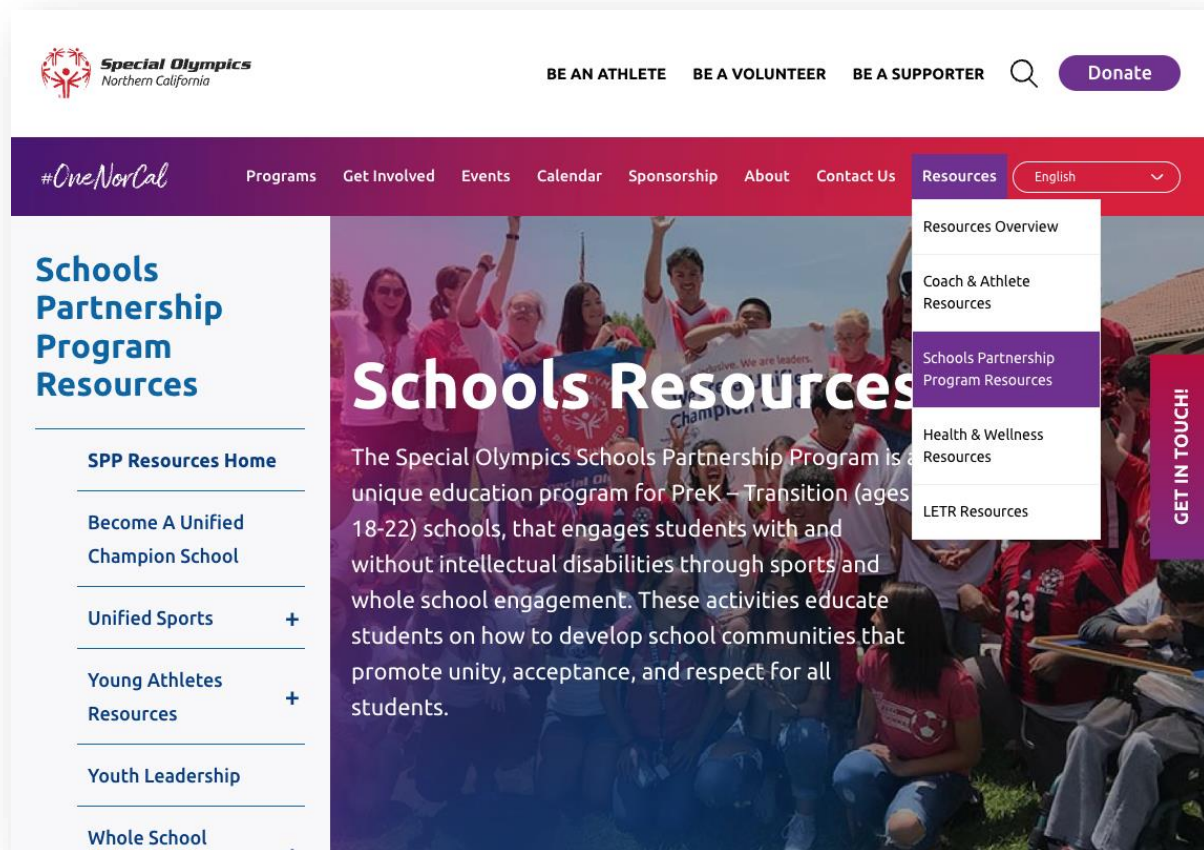
To share a story, reach out to your Area Manager or email marketing@sonc.org with a brief description and any available photos or video.

SECTION 3: MORE RESOURCES

YOUR RESOURCE PORTAL AT A GLANCE

All of the tools, templates, logos, brochures, and resources referenced in this toolkit live in one place: the SONorCal Schools Partnership Program Resource Portal. Here is a quick guide to what you will find and where.

Access the Portal at: sonc.org/schools-portal





Portal Navigation Guide

Portal Section	What You'll Find
Become a Unified Champion School	Program overview, onboarding info, MOU resources
Unified Sports	Rulebooks, competition resources, sports-specific guides, Unified Fitness & PE, CIF resources
Whole School Engagement	RESPECT Campaign toolkit, Spread the Word materials, Lesson Plans, Ability Awareness resources, SONA materials
Youth Leadership	Club resources, leadership activity guides, IYL program materials
Young Athletes Resources	Activity guides, flashcards, school-to-home resources
Logos & Branding	Official SONorCal and SPP logos, brand guidelines

BEYOND THE BELL: CONNECTING STUDENTS TO COMMUNITY SPORTS

Your students' Special Olympics journey does not have to stop when the school bell rings. One of the most powerful things you can do as a district partner is help students and families discover the year-round Special Olympics community sports programs available to them — free of charge.

Community Sports: Free, Year-Round, and Local

Special Olympics Northern California offers FREE community sports programming for children and adults with intellectual disabilities throughout the year. We offer free year-round training and competitions in 11 sports across 42 counties in Northern California.

Program Highlights

- Free to join and participate
- Ages 6+ to participate in practices, 8+ to compete
- 6–8-week seasons with 8-10 practices per season
- Culminates in a regional or championship competition
- Certified volunteer coaches at ALL skill levels
- Programs available across all 42 NorCal counties
- Uniforms and equipment provided by SONorCal

Sports Offered

Winter (Jan-Mar): Basketball

Spring (Mar-June): Bocce, Swimming, Tennis, Track & Field

Summer (Jul-Sept): Golf, Softball

Fall (Aug-Dec): Flag Football, Floor Hockey, Soccer

*Varies by County: Bowling

Register at SONCSportsReg.org

How to Promote Community Sports to Your School Community

- Include a “Beyond the Bell” blurb in your monthly parent newsletter (template below).
- Ask school coordinators to share with families of students with intellectual disabilities who participate in the in-school program.
- Display the Community Sports one-sheet in the front office alongside the SPP brochure.
- Encourage your students to participate in the Community Sports program AND your current school program.
- Share on social media at the start of each new sports season.

Newsletter Template: Beyond the Bell

Did you know Special Olympics offers FREE sports programs for your child outside of school?

Through Special Olympics Northern California's Community Sports program, students of all ages and skill levels can train, compete, and make friends in a safe and welcoming environment — completely free of charge. Programs are available in [COUNTY NAME] County and throughout Northern California. Get started by registering at SONCSportsReg.org. Questions? Contact your SONorCal Area Manager at [AREA MANAGER EMAIL].

Download the Flyer



Your Special Olympics NorCal Schools Team

Heather Jones

Vice President, School and Youth Services

Special Olympics Northern California

Tel: (925) 332-2390

Email: heatherj@sonc.org

SONorCal Schools Partnership Program Team

Schools Program General Inquiries

schools@sonc.org

(925) 944-8801



Thank you for being a part of the Unified Champion School Program.

Together, we are building a NorCal where every student belongs.

sonc.org | schools@sonc.org | [#OneNorCal](https://twitter.com/OneNorCal) | [#UnifiedChampionSchools](https://twitter.com/UnifiedChampionSchools)