



WHERE THE *locals* MATTER

IGA Tasmania
Raising Funds in
May 2021

***Special
Olympics***
Australia



Overview

IGA continues to support Special Olympics Australia, a charity close to our heart, and one which IGA have supported for almost 30 years. In FY 2019/2020 IGA raised ~\$175,000 to empower people with intellectual disabilities to participate in sport, helping them to form lifelong friendships and develop important skills.

In May 2021 IGA Tasmania will be raising funds for the Special Olympics Australia to help them conduct their National Games to be held in Tasmania in October 2022. Our Tasmanian IGA members have set a target of raising \$20,000 to support this goal.

From the 5th of May until the 1st of June (4 weeks) there will be a fantastic opportunity for brands to partner with IGA Tasmania in a special promotion and show the community how we support these special sports people.

IGA will be provide additional marketing support in our catalogues, newspaper advertising , social media posts and in-store activity. The key promotional mechanic is that nominated SKUs on promotion will have 10¢ donated from each sale during the promoted period. There will be a small CO-OP charge to cover the additional advertising but these charges will also be donated to the total amount IGA will present to the Special Olympics Organisation.

Please speak with Ron Barker, Gary Sutherland or Amber Milbourne at your earliest opportunity to be a part of this great promotion and together lets help the Special Olympics run a fantastic Junior games.

More details follows including more on the Special Olympics and more information on who the promotion will work.

Special Olympics is Sport for people with intellectual disability

- Special Olympics Australia is part of a global inclusion movement using sport, health, education and leadership programs every day around the world to end discrimination against and empower people with intellectual disabilities. Our volunteers create accessible sports training, coaching and competition opportunities which are offered week-in and week-out in local communities throughout Australia.
- Despite what many people think, we're not the Paralympics. The Paralympics is for elite athletes, mainly with physical disability. Special Olympics is for people with intellectual disability.
- At Special Olympics Australia everyone with an intellectual disability is welcome. Some participants join to have fun, make friends and enjoy the warmth of a welcoming community, while others are focused on winning and receiving medals.
- We're not just a major sports event. Special Olympics provides year-round sports training in multiple sports as well as competition at local, state, national and international level. The pinnacle of our competition ladder is the World Games which is hosted on a four-year cycle in summer and winter sports. We also provide health and leadership programs.
- Almost 711,000 Australians have an intellectual disability. They are the largest disability population in the country and the world, and in Australia another child is diagnosed with an intellectual disability every two hours.
- People with intellectual disability can learn new skills and can accomplish goals. They just learn differently, or need more time or support to succeed.
- Our focus is to make ability visible. Unlike physical disability, intellectual disability is sometimes invisible.

Partner With IGA To Help Raise Funds For This Great Event

- How will the promotion work?
 - Suppliers can use existing weekly promotions or submit additional SKUs specifically for this event.
 - You can choose to run different weekly promotions or submit a range to go on sale for the full four week promotional period.
 - The ten cent donation component will come from part of the case deal offered . Case deals must be a minimum twenty cents per unit so ten cents is collated for the donation and the other ten cents is passed on to customers as a price reduction. E.g. SKUs with a case quantity of 12 may have a case deal of \$2.40, so \$1.20 is collected for the donation and the other \$1.20 reduces the sell price at least by ten cents. Another example is a SKU with case quantity of 6 that has a \$6.00 case deal, sixty cents is deducted from the deal for the donation and the sell price is reduced by a minimum of ninety cents.
 - Case claims for these two examples will still show up in claims as \$2.40 or \$6.00 per case.
- CO-OP charges start from \$250 per SKU group per week however packages can be negotiated for multiple submissions and longer promotional periods.
- Submissions should be made on the provided template or can be agreed upon by reviewing current programs and confirming selections or upgrades by email to amber.milbourne@igatas.com.au

Sample of Press Advertising

(Examiner, Advocate & Mercury Newspapers)

**Special Olympics**
Australia



Buy these products and help IGA raise much need funds for the Special Olympics

 Description CUP	 Description CUP	 Description CUP
10¢ DONATION	10¢ DONATION	10¢ DONATION
\$0.00 SAVE \$0.00	\$0.00 SAVE \$0.00	\$0.00 SAVE \$0.00
 Description CUP	 Description CUP	 Description CUP
10¢ DONATION	10¢ DONATION	10¢ DONATION
\$0.00 SAVE \$0.00	\$0.00 SAVE \$0.00	\$0.00 SAVE \$0.00

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Specials available from IGA, IGA Extra and IGA Express & IGA Super Stores. While stocks last. Some products or variations may not be available at all stores. We reserve the right to correct any pricing errors. Pictures used for illustrative purposes only. Sales are subject to stock availability and all prices include GST where applicable. In some states, some IGA stores have been mandated to increase their prices to meet the competitive price. Therefore the savings shown may differ from the savings at your local store.

Offers available until 31/12/2020
Visit IGATAS.COM.AU for more info