Dear, (Address this to your school Activities Director)
Please review the announcement below and let me know if it is OK as is or needs revision.
ALSO
What time should (Your SOMO athlete's name goes here) be here?
Will you please make a note at the gate that he/she and his/her parents are allowed to enter no charge?
Thanks,
Your Name
SCRIPT BEGINS
Ladies and gentlemen,
(Your school name) is proud to recognize ALL student athletes.
Please welcome Special Olympic athlete (SOMO athlete's FULL name) (Please allow the athlete time to reach officials.)
(SOMO athlete's first name) is excited to help start the 2012 (sport) season by presenting officials with the coin for the coin toss. (Or present game ball to officials whichever you think is best.)
Thank you (SOMO athlete's first name)
SCRIPT ENDS

*** Remember to arrange for a photographer for the event; the school newspaper and yearbook advisors should be notified as well. This is a great way to increase coverage of student life for school publications.