



2022 POLAR PLUNGE

*Special
Olympics
Pennsylvania*




LAW ENFORCEMENT
TORCH RUN
FOR SPECIAL OLYMPICS
PENNSYLVANIA

LEHIGH VALLEY • SCOTT PARK • FEBRUARY 19, 2022

SPONSORSHIP BENEFITS

Lehigh Valley Polar Plunge

Scott Park • Saturday, February 19

The Lehigh Valley Polar Plunge is an annual event to benefit Special Olympics PA. Polar plungers commit to “Freezin for a reason” and raise funds to dip a toe, wade, or jump into the icy Delaware River. This frigid, family-friendly affair also includes food, entertainment, activities, and more!

Proceeds from the plunge will directly benefit Special Olympics PA athletes who train and compete year-round in the Greater Lehigh Valley Pocono Region, which includes local programs in Berks, Bethlehem City, Carbon, Lehigh, Monroe, Northampton, and Schuylkill.

Join us for the first in-person Lehigh Valley Polar Plunge since 2020!

THE REASON YOU’LL BE FREEZIN’!

2,700+

Athletes in the Greater Lehigh Valley Pocono Region

20

Sports Offered Year-Round

Top 5 Sports: Athletics, Bowling, Swimming, Basketball, Floor Hockey

750+

Volunteers

All training and competition is provided free of charge to Special Olympics PA athletes and their families.

POLAR PLUNGE IMPACT

896

Participants Since 2020

\$189,240

Fund Rasied Since 2020

SOCIAL MEDIA STATISTICS

Special Olympics PA



16,969
FOLLOWERS

LETR



2,062
FOLLOWERS

Special Olympics PA



4,426
FOLLOWERS

Special Olympics PA GLVPR



7,031
FOLLOWERS

Special Olympics PA



3,453
FOLLOWERS

Special Olympics Pennsylvania Mission

To provide year-round sports training and competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendship with their families, other Special Olympics athletes, and the community.

2022 LEHIGH VALLEY PLUNGE SPONSOR OPPORTUNITIES

**Special
Olympics**
Pennsylvania



Benefits	Presenting	Arctic	Glacial	Iceberg	Polar
	Request Information	\$10,000	\$5,000	\$2,500	\$1,000
Exclusive naming rights as presenting sponsor at all plunges statewide	X				
Social Media TAKEOVER; website includes header image on the event FB page and mentions throughout plunge season	X				
Logo included in quarterly e-newsletter; goes out to more than 40,000 subscribers (1)	X				
Lehigh Valley Polar Plunge Presenting Sponsor		X			
Check Presentation & Speaking Opportunity during the event	At beginning of the plunge; market specific	During specific sponsored element			
Employee Engagement Opportunity at future SOPA Local events	X	X			
Inclusion in any sort of media coverage requests to TV, radio and online channels; market specific	X	X	X		
Sponsor name and logo on social media posts	6X	3X	1X		
Publicity at Plunge Site (banners, product displays, booths, etc.)	Includes opportunity to provide scripted announcement during event	Includes company mentions during event and public address at start of event	X	X	
Authorization to use SOPA name and logo on the organization outreach	X	X	X	X	X
Full promotional rights, including license to use SOPA Polar Plunge logo and other SOPA marks	X	X	X	X	X
Recognition in all pre-post event press releases and media alerts; specific to market	X	X	X	X	X
Logo displayed on Plunge t-shirt, given to all plunge participants; specific to market	Includes prominent logo placement	X	X	X	X
Logo on SOPA Website and/or Regional Website (where applicable)	Includes Plunge Landing Page; market specific	X	X	X	X
Complimentary registrations to plunge with the first wave of plungers; including plunge t-shirts	50	25	10	5	N/A



To customize a sponsorship package
or learn more about Lehigh Valley Polar Plunge
opportunities, please contact:

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Special Olympics
Pennsylvania



For more information about the Polar Plunge,
please visit the following sites:

www.PlungePA.org

