



2022 POLAR PLUNGE®

*Special
Olympics*
Pennsylvania




LAW ENFORCEMENT
TORCH RUN®
FOR SPECIAL OLYMPICS
PENNSYLVANIA

PITTSBURGH • HEINZ FIELD • February 26, 2022

SPONSORSHIP BENEFITS



Pittsburgh Polar Plunge and Festival **Heinz Field • Saturday, February 26**

The Pittsburgh Polar Plunge is an event to raise funds and awareness for Special Olympics Pennsylvania (SOPA). Plungers commit to “Freezin’ for a Reason” and raise a minimum of \$50 to dip a toe, wade, or jump on into icy waters. Plungers will jump into our outdoor pool courtesy of Pool City. Not quite ready to “take the plunge,” spectators can cheer on individuals or teams from the viewing areas, and join us at the Festival area for food, entertainment, guest appearances, vendors, kids activities and more. There will be something for everyone so bring the whole family.

Funds raised from the plunge support operating costs for the nearly 16,000 athletes that participate in Special Olympics activities across the state of Pennsylvania including but not limited to those in western PA. SOPA holds more than 250 competitions and training events per year. All training and competition opportunities are provided free of charge to the athletes and their families, enabling everyone to experience the benefits of Special Olympics that extend well beyond the playing field.

THE PITTSBURGH POLAR PLUNGE - “FREEZIN’ FOR A REASON!”

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.



2021 POLAR POP COMMUNICATIONS RECAP

2,983
Participants

DOLLARS RAISED
\$918,000



SOCIAL MEDIA STATISTICS

Special Olympics PA



16,969
FOLLOWERS

LETR



2,062
FOLLOWERS

Special Olympics PA



3,453
FOLLOWERS

Special Olympics PA



4,426
FOLLOWERS


CAMPAIGN REACH
372,000+



2022 PITTSBURGH PLUNGE SPONSOR OPPORTUNITIES

**Special
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Benefits	Presenting	Arctic	Glacial	Iceberg	Polar
		\$10,000	\$5,000	\$2,500	\$1,000
Exclusive naming rights as presenting sponsor	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				
Naming rights to Plunge Town, the Cool Schools Plunge, Business Plunge or University Plunge (if applicable)		X			
Speaking Opportunity during the event	At beginning of the plunge; market specific	During specific sponsored element			
Logo displayed on Thank You emails	Includes personal thank you	X			
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		
:30 second spot on the JUMBOTRON (if applicable)	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	Includes Plunge Landing Page; market specific	X	X	X	X
Complimentary registrations; including plunge t-shirt	50	25	10	5	N/A



To customize a sponsorship package
or learn more about Pittsburgh 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

