



2022 POLAR PLUNGE

*Special
Olympics
Pennsylvania*



**CAPITAL AREA TEAMS UP WITH YORK COUNTY PLUNGERS
TO MAKE A BIGGER SPLASH!**

CONEWAGO DAY USE AREA • JANUARY 22, 2022

SPONSORSHIP BENEFITS

Capital Area Polar Plunge

Conewago Day Use Area • January 22

The Capital Area 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 waters of Pinchot Lake. 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 Capital Area Region, which includes local programs in Adams, Area M, Lancaster, Lebanon, Mifflin/Juniata, and York County.

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.

THE REASON YOU’LL BE FREEZIN’!

3,400+
Athletes in the Capital Area Region

20
Sports Offered Year-Round

Top 5 Sports: **Athletics, Bowling, Swimming, Basketball, Bocce**

900+
Volunteers

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

SOCIAL MEDIA STATISTICS

Special Olympics PA



16,969
FOLLOWERS

Special Olympics PA



4,426
FOLLOWERS

LETR



2,062
FOLLOWERS

Special Olympics PA



3,453
FOLLOWERS

2022 CAPITAL AREA PLUNGE SPONSOR OPPORTUNITIES



Benefits	Presenting	Arctic	Glacial	Iceberg	Polar
	Request Information	\$5,000	\$2,500	\$1,000	\$500
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			
Check Presentation & 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 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 Capital Area Polar Plunge opportunities,
please contact:

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Program Director, Area M

717-723-6756

kwevodau@specialolympicspa.org

Special Olympics
Pennsylvania



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

www.PlungePA.org

