EASTERN POLAR PLUNGE
NESHAMINY STATE PARK
1.20.18
The Polar Plunge is a unique opportunity for individuals, organizations and businesses to support local Special Olympics athletes by jumping or running into icy cold waters. Plunge participants take a quick dip in the river to raise funds for Special Olympics Pennsylvania, the state’s largest year-round organization devoted to sports training and competition for children and adults with intellectual disabilities.

**Freezin’ For A Reason**
This isn’t just a plunge, it’s a jump for joy!

Proceeds from the Eastern Polar Plunge benefit the athletes of Special Olympics Pennsylvania, so on January 20th, the coldest moment of your life will support the biggest moment of theirs. The crowd will be huge, the cause great, and the water freezing. But we don’t do it because it’s easy...we do it to make a difference.

**COME OUT AND JOIN US AND BE “FREEZIN’ FOR A REASON!”**
EASTERN POLAR PLUNGE
MEDIA AND COMMUNICATIONS

2017 CAMPAIGN REACH
20,000+

SOCIAL MEDIA STATISTICS

Facebook
Special Olympics Pennsylvania
9,185 FOLLOWERS

Twitter
Special Olympics Pennsylvania
1,684 FOLLOWERS

MEDIA SPONSORS

NEW PACE
HARMELIN MEDIA
PRESENTING SPONSOR $20,000

PACKAGE INCLUDES:

- Exclusive Presenting Sponsor of the 2018 Eastern Polar Bear Plunge
- Full promotional rights, including license to use SOPA Polar Plunge logo and SOPA marks
- Extensive media coverage from television, newspaper, radio, and online partners
- Logo prominently displayed on billboards throughout Philadelphia region and surrounding suburbs in January 2018
- Opportunity for company representative to speak prior to the Plunge
- Opportunity for company representatives to do a check presentation with SOPA athletes and celebrity plungers
- Unique collaborations/opportunities that add value to your partnership (as determined by sponsor)
- Logo prominently displayed on commemorative 2018 Eastern Polar Plunge shirts, given to all Plunge participants and volunteers (over 500)
- Recognition as Presenting Sponsor in all pre and post Plunge press releases
- Sponsor recognition on “day of” event signage
- Logo recognition on Special Olympics PA website (www.specialolympicspa.org) and the Polar Plunge webpage (www.PlungePA.org) and link to sponsor site (if applicable)
- Logo recognition in Special Olympics PA Digital Newsletter sent to more than 50,000 athletes, coaches, and donors across the state
- Logo recognition via SOPA Facebook account
- Premiere employee volunteer opportunity on Plunge day or at future SOPA competition or event
- Booth space for sampling and/or display at event
- Thirty (30) representatives invited to take the Plunge
ARCTIC SPONSOR $10,000

PACKAGE INCLUDES:

- Exclusive Sponsor and Naming Opportunity of “Plunge Town (where refreshments, games, and activities are located for our plungers and guests)
- Full promotional rights, including license to use SOPA Polar Bear Logo, and other SOPA marks
- Media coverage from television, newspaper, radio, and online partners (Philadelphia region and surrounding suburbs)
- Opportunity for company representative to pose for a check presentation with SOPA athletes & celebrity plungers
- Sponsor recognition on “day of” event signage
- Logo prominently displayed on commemorative 2018 Eastern Polar Plunge shirts, given to all Plunge participants and volunteers (over 500)
- Logo recognition on Special Olympics PA website (www.specialolympicspa.org) and the Polar Plunge webpage (www.PlungePA.org) and link to sponsor site (if applicable)
- Name recognition in Special Olympics PA Digital Newsletter sent to more than 50,000 athletes, coaches, and donors across the state
- Logo recognition via SOPA Facebook account
- Recognition in all pre and post Plunge press releases
- Premiere employee volunteer opportunity on Plunge day or at future SOPA competition or event
- Twenty (20) representatives invited to take the Plunge
GLACIAL SPONSOR $5,000
PACKAGE INCLUDES:

- Select media coverage from television, newspaper, radio, and online partners (Philadelphia region and surrounding suburbs)
- Option to fulfill or split sponsorship commitment with a corporate team (corporate team fundraising goal is determined by the sponsor)
- Logo prominently displayed on commemorative 2018 Eastern Polar Plunge shirts, given to all Plunge participants and volunteers (over 500)
- Logo recognition on Special Olympics PA website (www.specialolympicspa.org) and the Polar Plunge webpage (www.PlungePA.org)
- Opportunity for company representative to pose for a check presentation with SOPA athletes & celebrity plungers
- Name recognition in Special Olympics PA Digital Newsletter sent to more than 50,000 athletes, coaches, and donors across the state
- Name recognition via SOPA Facebook account
- Sponsor recognition on “day of” event signage
- Employee volunteer opportunity on Plunge day or at future SOPA competition or event (optional)
- Ten (10) representatives invited to take the Plunge
ICEBERG SPONSOR $2,500

PACKAGE INCLUDES:

• Logo displayed on commemorative 2018 Eastern Polar Plunge shirts, given to all Plunge participants and volunteers (over 500)
• Sponsor recognition on “day of” event signage
• Logo recognition on Special Olympics PA website (www.specialolympicspa.org) and the Polar Plunge webpage (www.PlungePA.org)
• Name recognition in Special Olympics PA Digital Newsletter sent to more than 50,000 athletes, coaches, and donors across the state
• Five (5) representatives invited to take the Plunge
CRYSTAL SPONSOR $1,000

PACKAGE INCLUDES:

- Logo displayed on commemorative 2018 Eastern Polar Plunge shirts, given to all Plunge participants and volunteers (over 500)
- Sponsor recognition on “day of” event signage
- Logo recognition on Special Olympics PA website (www.specialolympicspa.org)
- Three (3) representatives invited to take the Plunge
IN-KIND GIFTS

Special Olympics Pennsylvania welcomes in-kind gifts and sponsorships

Benefits to In-Kind Sponsorships
• Increase your presence within the community
• Allows your business to reach new audiences
• A great way for a business to show their support

In-Kind items needed for the Eastern Polar Plunge
• Baskets and gift certificates to be used for a raffle or a prize
• Food and beverage donations
• Product donations
• and much more!

CORPORATE VOLUNTEER OPPORTUNITIES

Special Olympics Pennsylvania successfully operates through the generous support of our many volunteers. If your company is looking for an interactive and rewarding way to spend the day, please think about volunteering at the Eastern Polar Plunge.

We welcome corporate groups of all sizes and offer jobs in the following areas:
• Event Registration
• Corporate fundraising teams
• Event set-up and clean-up
• Raffle and ticket sales
• Managing costume contest
• Organizing and facilitating activities
To customize a sponsorship package or learn more about Eastern Polar Plunge opportunities, please contact:

Demika Poole
Director of Special Events
610-630-9450 x226 or dpoole@specialolympicspa.org

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

www.PlungePA.org
https://www.facebook.com/PolarPlungePA/