



**Special  
Olympics**  
Pennsylvania

# POLAR PLUNGE®



2021 SPONSORSHIP OPPORTUNITIES

**The Polar Bear Plunge is an event to raise funds and awareness for Special Olympics Pennsylvania (SOPA). Plungers commit to be “Freezin’ for a Reason” and raise funds to dip a toe, wade, or jump on into icy waters.**

Due to the global pandemic, **all 2021 Polar Bear Plunges** across the state will take place during the month of February. While the Plunge Season is going to look a bit different, we are excited to offer a variety of safe options in which to participate.



## POP

### *Statewide Burr-tual Polar Bear Pop*

Burr-tual Plungers are asked to pop a cold water balloon over their head or get someone to pop it for them. This will be an online virtual event open to all. **#PAPolarPop**



## PLUNGE

### *In-Person Polar Bear Plunge*

In-person Polar Bear Plunges will be held at select locations and enable a limited number of participants to plunge into bodies of water. **#PolarPlungePA**



## PLAY

### *Drive-Through Polar Bear Plunge*

In-person Polar Plunges will enable a limited number of participants to drive to select locations and run through a firehose sprinkler. This plunge may look different based on location.



## PAWS

### *Hibernating Bear*

Don't want to pop, plunge, or play? Sleep in instead!  
Register as a hibernating bear to receive an event shirt.

*Proceeds raised go to help provide year round sports training and competition for thousands of athletes with intellectual disabilities. Your contribution and involvement helps athletes achieve their goals, live healthier lives, and have a sense of inclusion in the community.*

*All reasonable efforts will be made to hold scheduled in-person plunges which assure the safety of all participants. However, Special Olympics Pennsylvania reserves the right to modify or cancel events as circumstances surrounding Covid-19 evolve.*



# 2020 VIRTUAL FUNDRAISING & COMPETITION EVENT REACH

## Beaver Stadium Run:

Reach: 12,022

Engagement: 1,036

## Summer Games:

Reach: 105,035

Engagement: 27,078

## Sports Camp:

Reach: 50,050

Engagement: 8,176

## Fall Sectional:

Reach: 17,576

Engagement: 2,716

## Fall Festival:

Reach: 24,240

Engagement: 9,459

**TOTAL REACH:**

**208,923**

**TOTAL ENGAGEMENT:**

**48,465**

## SOCIAL MEDIA STATISTICS

Special Olympics PA



**15,711**  
FOLLOWERS

LETR



**1,879**  
FOLLOWERS

Special Olympics PA



**3,109**  
FOLLOWERS

Special Olympics PA



**4,065**  
FOLLOWERS

Special Olympics PA



**627**  
FOLLOWERS

**Total: 25,391**

## SPONSORSHIP LEVELS

OVERALL BENEFITS	PRESENTING	ARCTIC	GLACIAL	ICEBERG	POLAR BEAR
Presenting Partner of the 2021 Polar Plunge, Statewide	X				
Full promotional rights, including license to use SOPA Polar Plunge logo and other SOPA marks	X	X	X	X	X
Your logo incorporated within SOPA Plunge print promotions in various publications	X	X			
Authorized to use SOPA name and logo in sponsor materials <i>(approved by SOPA)</i>	X	X	X	X	
Recognition as Polar Plunge Partner in all Plunge Press releases and e-communications specific to your market <i>(Presenting Partner receives recognition in all markets)</i>	X	X	X	X	X
Speaking opportunity during the Virtual Plunge Celebration <i>(Feb. 27)</i>	X	X			
Company logo on Virtual Plunge shirt <i>(mailed to over 4,000 participants)</i>	X	X			
Company logo on In-Person Plunge Shirt, if offered in market	X	X	X	X	X
Company representatives invited to take the Virtual Plunge and receive complimentary Plunge t-shirts	Twenty-five (25)	Fifteen (15)	Eight (8)	Six (6)	Two (2)
Promotional Virtual Plunge Kit mailed to main point of contact	X	X	X	X	X
Sponsor recognition on the 2021 Statewide postcard mailing <i>(mailed February)</i>	X	X	X		
iHEARTMEDIA AND SOCIAL MEDIA BENEFITS	PRESENTING	ARCTIC	GLACIAL	ICEBERG	POLAR BEAR
Logo placement on PlungePA.org for 12 months	X	X			
Logo Placement on market specific PlungePA.org page for 12 months	X	X	X	X	X
Opportunity to run a 30 second commercial during the Virtual Polar Plunge Celebration (company provided)	Six (6)	Four (4)	Two (2)	One (1)	
Name/Logo recognition in SOPA Social Media Posts	Six (6)	Four (4)	Two (2)	One (1)	
Opportunity to have your company featured in a SOPA Blog story <i>(tailored content highlighting our partnership)</i>	X	X			
iHeartMedia Plunge partnership mention	X	X			
SOPA athlete "shout-out" to your company via Social Media	X	X	X		
IN PERSON PLUNGE BENEFITS	PRESENTING	ARCTIC	GLACIAL	ICEBERG	POLAR BEAR
Opportunity to hang company banner	X	X	X	X	
Employee engagement opportunity	X	X	X	X	

# YORK COUNTY PLUNGE SPONSORSHIP LEVELS

**PRESENTING SPONSOR**

**\$10,000**

**ARCTIC SPONSOR**

**\$5,000**

**GLACIAL SPONSOR**

**\$2,500**

**ICEBERG SPONSOR**

**\$1,000**

**POLAR BEAR SPONSOR**

**\$500**



*To customize a sponsorship package or learn more about Pennsylvania Polar Bear Plunge opportunities, please contact:*

**Robyn Liggins-Smith**

or **[publicrelations@specialolympicsyorkcounty.org](mailto:publicrelations@specialolympicsyorkcounty.org)**.

*For more information about the Polar Bear Plunge,  
please visit [www.PlungePA.org](http://www.PlungePA.org)*