



**Special  
Olympics**  
Pennsylvania

# POLAR PLUNGE<sup>®</sup>



**2021 SPONSORSHIP OPPORTUNITIES**

The Polar Plunge is an annual event to raise funds and awareness for Special Olympics Pennsylvania (SOPA). Proceeds support our efforts to ensure that everyone with an intellectual disability in Pennsylvania has equal access to the unifying power of sports. Nearly 20,000 athletes are served by SOPA each year!

Traditionally, Plungers commit to "Freezin' for a Reason" and raise funds to dip a toe, wade, or jump into icy waters. Due to the global pandemic, the 2021 Polar Bear Plunge will be virtual: The Burr-tual Polar POP! – a safe, at-home, cold-water challenge. Instead of plunging into icy cold waters in a traditional fashion, participants will record themselves (in video or photos) popping a cold water balloon over their head, and challenging at least five people (family, friends, co-workers, etc.) to do the same.

[WWW.PAPOLARPOP.ORG](http://WWW.PAPOLARPOP.ORG)



## **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**



## **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.*



# 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	<b>Twenty-five (25)</b>	<b>Fifteen (15)</b>	<b>Eight (8)</b>	<b>Six (6)</b>	<b>Two (2)</b>
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)	<b>Six (6)</b>	<b>Four (4)</b>	<b>Two (2)</b>	<b>One (1)</b>	
Name/Logo recognition in SOPA Social Media Posts	<b>Six (6)</b>	<b>Four (4)</b>	<b>Two (2)</b>	<b>One (1)</b>	
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.PAPOLARPOP.org](http://www.PAPOLARPOP.org)*