



SPONSORSHIP AGREEMENT OPPORTUNITY

8th Annual Town of Brookhaven Polar Plunge

Cedar Beach, Mount Sinai

Saturday, November 18, 2017

***68,547 Athletes** statewide train and compete in
5,198 Competitive Opportunities in
22 Olympic-style Sports with the help and support of over
37,318 Volunteers*





Special Olympics Goals

Special Olympics New York's ultimate goal is to help bring all persons with intellectual disabilities into the larger society under conditions whereby they are accepted, respected and given the chance to become useful and productive citizens. Through successful experiences in sports, the athletes gain confidence and build a positive self-image that carries over into the classroom, the home, the job and the community. For more than forty years, Special Olympics has offered children and adults with intellectual disabilities the opportunity to participate in more than 22 Olympics style sports. Like other athletes, they train and compete. They learn to win and lose. They strive to do their best. The athlete oath reads: "Let me win. But if I cannot win, let me be brave in the attempt."

There are no fees or costs to the athletes or their families connected with services provided by Special Olympics. All events and programs are funded through private and corporate donations. Polar Plunge Sponsors are largely responsible for allowing us to continually meet these goals through keeping programs alive for our athletes.

Polar Plunge Summary

Polar Plunge is a unique pledge event that has become the premier annual fundraiser of Special Olympics New York Long Island. Participants raise money for the athletes of Special Olympics New York by asking family, friends, co-workers, etc. to support their efforts in "Freezin' for a Reason" as they take the plunge into chilly waters. In the 2016-2017 Plunge Season, over 6,000 brave souls statewide plunged in front of over 15,000 spectators, raising over \$1.4 million for the athletes of Special Olympics New York. Last year over 1,000 Plungers braved the frigid waters at the Town of Brookhaven Polar Plunge while spectators giggled with excitement. These brave souls are your neighbors, friends and of course Special Olympics athletes.

Sponsor Benefits

Partnering with Special Olympics provides opportunities for your company or organization to spread its message to thousands of athletes, coaches, volunteers and families. At the same time, your company/organization will be supporting the 68,547 (2016 census) athletes and all the people involved in the Special Olympics New York movement. Every year our participation levels have grown. Special Olympics New York Long Island works with each corporation to create a customized partnership that may include marketing opportunities, employee engagement and recognition at corporate special events and sports competitions. Recognition of all contributions and marketing dollars is commensurate with the level of support and tailored to that corporation or organization.



Gold Sponsor Benefits - \$10,000 - EXCLUSIVE

- 🌀 Logo of your company/organization on the back of over 500 Official Polar Plunge Sweatshirts
- 🌀 Public & market exposure in the community
- 🌀 Logo visibility on the Special Olympics New York Long Island Region Website as well as the Town of Brookhaven Polar Plunge website and Facebook page
- 🌀 Logo visibility on the Town of Brookhaven Polar Plunge materials
- 🌀 Inclusion in Town of Brookhaven Polar Plunge emails: minimum of 20 throughout the year to 8,300+ plunger database
- 🌀 Sponsor recognition in media initiatives including local papers, radio, television, social media
- 🌀 Public address announcements throughout the event
- 🌀 Banner (provided by sponsor) at event visible for all present participants, spectators & media
- 🌀 Volunteer opportunities for employees
- 🌀 Commemorative Appreciation Award for display by sponsor
- 🌀 20 Official Polar Plunge Sweatshirts
- 🌀 Table with tent reserved at the Winter Festival (tent provided by sponsor)

Gold Sponsor Expectations

Commitment to a Gold sponsorship involves only two expectations, which are the following:

- 🌀 Provide contribution of \$5,000 - Balance due by November 30, 2017.
- 🌀 Recruit 20 plungers including employees, family, friends and contacts each raising \$150 to meet contribution level.
- 🌀 Difference between fundraised amount by plungers and commitment is provided by sponsor.

Silver Sponsor Benefits - \$5,000

- 🌀 Logo of your company/organization on the back of over 500 Official Polar Plunge Sweatshirts
- 🌀 Public & Market Exposure in the community
- 🌀 Logo visibility on Town of Brookhaven Polar Plunge website and Facebook page
- 🌀 Inclusion in Town of Brookhaven Polar Plunge emails: minimum of 10 throughout the year to 8,300+ plunger database
- 🌀 Banner (provided by sponsor) at event visible for all present participants, spectators & media
- 🌀 Volunteer opportunities for employees
- 🌀 Commemorative Appreciation Award for display by sponsor
- 🌀 10 Official Polar Plunge Sweatshirts
- 🌀 Table with tent reserved at the Winter Festival (tent provided by sponsor)

Silver Sponsor Expectations

Commitment to a Silver sponsorship involves only two expectations, which are the following:

- 🌀 Provide contribution of \$2,500 - Balance due by November 30, 2017.
- 🌀 Recruit 10 plungers including employees, family, friends and contacts each raising \$150 to meet contribution level.
- 🌀 Difference between fundraised amount by plungers and commitment is provided by sponsor.



Bag Sponsor - \$2,000 (deadline October 20, 2017)

- ❁ Logo of your company/organization on the plastic bag given to each plunger to store their wet/dry clothes at the Plunge
- ❁ Banner (provided by sponsor) at event visible for all present participants, spectators & media
- ❁ 2 Official Polar Plunge Sweatshirts
- ❁ Table with tent reserved at the Winter Festival (tent provided by sponsor)

Note: Sponsorship opportunity includes product sampling provided by sponsor. If a sponsor is selling a product, a portion of the proceeds (agreed upon with vendor) will be donated to Special Olympics.

Bronze Sponsor - \$1,000

- ❁ Logo of your company/organization on the back of over 500 Official Polar Plunge Sweatshirts
- ❁ Banner (provided by sponsor) at event visible for all present participants, spectators & media
- ❁ 2 Official Polar Plunge Sweatshirts
- ❁ Table with tent reserved at the Winter Festival (tent provided by sponsor)

Note: Sponsorship opportunity includes product sampling provided by sponsor. If a sponsor is selling a product, a portion of the proceeds (agreed upon with vendor) will be donated to Special Olympics.

Ribbon Sponsor - \$500

- ❁ Logo of your company/organization on the back of over 500 Official Polar Plunge Sweatshirts
- ❁ 1 Official Polar Plunge Sweatshirt
- ❁ Table reserved at the Winter Festival

Note: Sponsorship opportunity includes product sampling provided by sponsor. If a sponsor is selling a product, a portion of the proceeds (agreed upon with vendor) will be donated to Special Olympics.

Sweatshirt Sponsor - \$250

- ❁ Text listing of your company/organization on the back of over 500 Official Polar Plunge Sweatshirts

Table Sponsor - \$250

- ❁ Table reserved at the Winter Festival

Note: Sponsorship opportunity includes product sampling provided by sponsor. If a sponsor is selling a product, a portion of the proceeds (agreed upon with vendor) will be donated to Special Olympics.



SPECIAL OLYMPICS NEW YORK LONG ISLAND REGION
2017 TOWN OF BROOKHAVEN POLAR PLUNGE
SPONSORSHIP AGREEMENT

Yes, count me in as a _____ Sponsor of the Town of Brookhaven Polar Plunge!

In exchange for the benefits associated with being a Sponsor, please provide the following:

Company Name			Contact Name
Street Address			
City	State	Zip	Phone

Please e-mail your logo in jpg format and the exact spelling of your company's name as it is to appear in promotional materials (including capitalization and abbreviations) to: jcantone@nyso.org.

Representative Signature	Printed Name and Title	Date
Special Olympics Representative Signature	Printed Name and Title	Date

Please return this signed agreement and updated black/white and color company logo to the Special Olympics New York Long Island Representative.

For more information or questions please contact:

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Melville, NY 11747
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Email: jcantone@nyso.org

Deadline for all Sweatshirt Listings/Logos – November 01, 2017