

POLAR PLUNGE

Special Olympics
New York



NOVEMBER 5, 2022 • www.SpecialOlympicsNY.org • KERSHAW PARK

Join the Polar Plunge for Special Olympics New York
sponsorship team and give the gift of sport to local Special
Olympics athletes.

- Diamond Sponsor — \$5,000+ (deadline to be included on shirts is October 7, 2022)**
 - Press release announcing the Canandaigua Polar Plunge and spotlighting sponsorship
 - Logo on Polar Plunge website with hyperlink
 - Social media presence on Facebook/Twitter/Instagram - minimum of 7 mentions
 - Logo placement on all Canandaigua Polar Plunge E-communications - minimum of 10
 - Speaking opportunity at the Canandaigua Polar Plunge
 - Large Logo on 600 Polar Plunge shirts
 - Banners displayed at the Polar Plunge (*banner must be provided*)
 - 10 Polar Plunge shirts
 - 3 VIP Parking Spots at the event

- Gold Sponsor — \$2,500 (deadline to be included on shirts is October 7, 2022)**
 - Press release announcing the Canandaigua Polar Plunge and spotlighting sponsorship
 - Logo on Polar Plunge website with hyperlink
 - Social media presence on Facebook/Twitter/Instagram - minimum of 5 mentions
 - Logo placement on all Canandaigua Polar Plunge E-communications - minimum of 10
 - Medium Logo on 600 Polar Plunge shirts
 - Banners displayed at the Polar Plunge (*banner must be provided*)
 - 5 Polar Plunge shirts

- Silver Sponsor — \$1,000 (deadline to be included on shirts is October 7, 2022)**
 - Press release announcing the Canandaigua Polar Plunge and spotlighting sponsorship
 - Logo on Polar Plunge website with hyperlink
 - Social media presence on Facebook/Twitter/Instagram - 3 mentions
 - Logo placement on all Canandaigua Polar Plunge E-communications - minimum of 10
 - Small Logo on 600 Polar Plunge shirts
 - 2 Polar Plunge shirts

- Bronze Sponsor — \$750**
 - Large name listing on 600 Polar Plunge shirts
 - Logo on Polar Plunge website with hyperlink
 - Social media presence on Facebook/Twitter/Instagram - 1 mention
 - 1 Polar Plunge shirt

- Ribbon Sponsor — \$250**
 - Small name listing on 600 Polar Plunge shirts
 - Social media presence on Facebook/Twitter/Instagram - 1 mention

PLEASE PROVIDE COMPANY LOGO IN VECTOR & PDF BY OCTOBER 7, 2022

Company Name: _____ Contact Name: _____

Email: _____ Telephone : _____

Street Address: _____ City, State, Zip: _____

For more information please contact:
Kelley Ligozio - Special Olympics New York
1 Grove Street - Pittsford, NY 14534
585-358-0603 kligozio@nyso.org

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What is Polar Plunge?

Polar Plunge is a unique and wacky experience that participants will never forget! Help give the gift of sport to the 31,000 athletes and Unified Partners of Special Olympics New York by asking family, friends, co-workers, classmates, etc. to make a donation. Then, take a dip or a slow crawl into the chilly waters of Canandaigua Lake.

Every plunger that raises \$100+ receives an official Polar Plunge shirt and a lifetime of bragging rights.

Join Polar Plunge!

Joining the Polar Plunge is easy! Visit www.SpecialOlympicsNY.org

Start a team, join a team or register as an individual. Set-up your personal Polar Plunge page and you are on your way to be **Freezin' for a Reason!** Collect donations online or bring cash/check donations to the **Polar Plunge on Saturday, November 5, 2022.**

Become a Polar Plunge Sponsor:

Give the gift of sport and join the Polar Plunge for Special Olympics sponsorship team TODAY! Simply complete and return a sponsorship form with check payable to: **Special Olympics NY**

Many companies get involved with causes as a part of their social responsibility. Partnering with Special Olympics is more than a corporate social responsibility; it is also a corporate opportunity!

- Special Olympics has a 97% name recognition in the United States.
- 70% of people report feeling more positive about companies that support Special Olympics.
- 85% of the public believe that corporate partnerships with Special Olympics "make a difference" in the lives of children and adults with intellectual disabilities.

Why You Should Support Polar Plunge:

Did you know that Special Olympics New York provides year-round training and competitions for 31,000 Athletes and Unified Partners? Our athletes, their families and caregiver are NEVER CHARGED to participate in Special Olympics! **The cost per athlete, per season is \$500.** Set your Polar Plunge goal at \$500 and give the gift of sport to a Special Olympics athlete for an entire season.



For more information or to become a sponsor contact:

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