



2024 BUFFALO POLAR PLUNGE

FREEZIN' FOR A REASON

Be Bold. Get Cold. For the past 18 years, thousands of brave plungers take these words to heart as they take an icy dip into Lake Erie to support the more than 42,000 Special Olympics NY athletes and partners from all across the state. Every dollar raised directly supports year-round sports training and competition for Athletes with intellectual disabilities in New York. Get a company team together so you can be a part of the Inclusion Revolution while you're Freezin for a Reason! It's great for the community and great for morale!

Join us. On December 1st and 2nd we will be hosting the Buffalo Polar Plunge at Woodlawn Beach State Park.

Quick Facts and Participation Breakdown

Typical age of a plunger:

34% are 17 and younger

37% are 18-40

19% are 41-60

10% are 60+

Number of participants: 1,600+

Number of spectators: 2,500+

ABOUT US

Special Olympics New York provides year-round sports training and competition in 22 Olympic-style sports to children and adults with intellectual disabilities at no cost to the athletes, their families or caregivers.

- Largest chapter in North America
- Sixth largest chapter in the world
- Seven regional offices
- 42,000 athletes and Unified partners





LOCAL TESTIMONIAL

"Participating in the Polar Plunge at Woodlawn Beach was a memorable experience to say the least. We've participated over the past 2 years and it has deepened our sense of purpose for why we continue to support this amazing organization year after year. Not only does this event give our employees a chance to experience and meet local Special Olympics athletes, but it also gives us a chance as a team to connect outside of our typical day to day work environment." Amanda Renaldo, Marketing Manager at 95 Nutrition

Buffalo Polar Plunge

December 6th and 7th, 2024 at Woodlawn Beach State Park

BENEFITS FOR YOUR COMPANY

- Great team bonding experience
 - No, you don't have to jump in!
 - Increases team morale
- Marketing for your company
 - Create team shirts
 - Social media posts
 - Gather testimonials from your employees
- Have a Special Olympic Athlete join you for lunch
- Reach out to your DEI committee for this inclusive opportunity

TIPS FOR FIRST TIME COMPANIES

- Host bake sales, 50/50, dress down days to help fundraise to get your team excited
- Participate in the Toss Your Boss campaign
- Check to see if your company participates in matching gifts

CONTACT:

Erica Raepple
716.909.6444
eraepple@nyso.org



TOSS YOUR BOSS

How it works:

Step 1: Ask your boss to participate in the 2024 Buffalo Polar Plunge at Woodlawn Beach on December 7th.

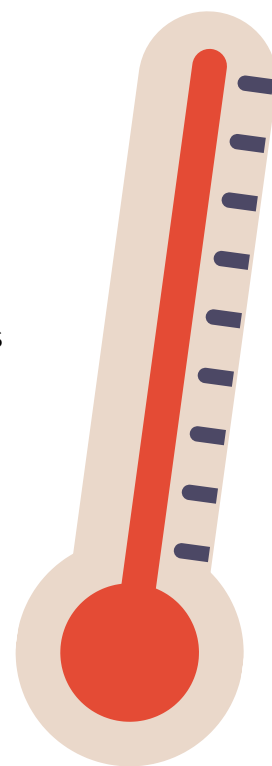
Step 2: Create a thermometer at work that shows how much money you want to raise. Go on www.PolarPlungeNY.org/Buffalo to set up a team. Your custom website will show you how much you have raised.

Step 3: Create a goal and start raising money!!! Make sure everyone knows how close you are to your goal. When you hit it—Celebrate!!! If you reach the fundraising goal and your boss doesn't want to plunge, THEY have to match ALL of your donations! Start a challenge. For every goal hit, a supervisor/manager needs to plunge. Set a high goal and if the entire company hits it, then everyone plunges!

Plunge with your boss! Don't make them plunge alone. Join your boss's team and create your own website. Send it out to all of your friends, co-workers and family for their support! www.PolarPlungeNY.org/Buffalo

The top fundraising company, will be recognized on stage AND your team will featured in all of the 2025 marketing materials! Take it a step further and have your company participate in the costume contest with a company theme.

All donations made will go to your plunge team to help support our local **Special Olympic Athletes in New York!**



QUESTIONS?

Contact: Erica Raepple at 716.909.6444 or eraepple@nyso.org



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$20,000 (1 Available)

- Premium logo placement on website with click-thru link to company page
- Premium logo placement on printed materials, signage & sweatshirts
- Exclusive social media promotions
- Press Release highlighting your sponsorship commitment
- Official Polar Plunge Kick Off held at work site with “Where’s the Bear” photo opportunity
- Banner placement at event (up to 2 banners, provided by sponsor)
- Polar Plunge custom stage banner
- Sponsor table and/or tent at prominent location at event (tent provided by sponsor)
- Promotional announcements at event
- Products/Promotions can be included in participant Goody Bags/Virtual Goody Bags (items provided by sponsor)
- Recognition by Special Olympics New York President & CEO in e-newsletter (70k+ on outreach list)
- Volunteer engagement opportunities for 5-10 employees
- 15 Polar Plunge Sweatshirts
- Presenting Sponsor will create a Polar Plunge Team and can choose time slot

Platinum Sponsor - \$15,000 (4 Available)

- Naming rights to one of the following, which includes logo on a banner at selected area:
 - a. Cool School Challenge (December 6th)
 - b. Naming rights to Plunge walkway (logo presence on archway)
 - c. Registration
 - d. Awards Presentation
- Logo placement on website with click-thru link to company page
- Logo placement on printed materials, signage & sweatshirts
- Included in social media promotions
- Banner placement at event (1 banner, provided by sponsor)
- Sponsor table and/or tent at event (tent provided by sponsor)
- Promotional announcements at event
- Recognition in SONY–statewide e-newsletter (70k+ on outreach list)
- Future volunteer engagement opportunities for 5 employees
- 10 Polar Plunge Sweatshirts

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SPONSORSHIP OPPORTUNITIES

Gold Sponsor - \$10,000 (5 Available)

- Naming rights to one of the following, which includes logo on a banner at selected area:
 - a. Athlete Arena
 - b. Costume Judging
 - c. Team Banner Challenge
 - d. "Where's the Bear" Campaign
 - e. Incentive (hoodie) Area
- General logo placement on website, printed materials, signage & sweatshirts
- Social media promotions in stories
- Sponsor table and/or tent at event (tent provided by sponsor)
- Logo on Special Olympics custom banner
- 5 Polar Plunge Sweatshirts

Silver Sponsor - \$5,000

- Logo on website
- Sponsor announcements at Polar Plunge
- Logo on sweatshirt
- T-sign lining Plunge walkway
- 3 Polar Plunge Sweatshirts

Bronze Sponsor - \$2,500


- Listing on sweatshirts
- Listing on website
- T-sign lining Plunge walkway
- 2 Polar Plunge Sweatshirts
-

Ribbon Sponsor - \$1,000

- T-sign lining Plunge walkway
- 2 Polar Plunge Sweatshirts

Sponsor an Athlete - \$500

- T-sign lining Plunge walkway



Additional and customizable opportunities available.

Sponsorship deadline for sweatshirt logo fulfillment:
Friday, Nov. 1st

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SPONSORSHIP COMMITMENT FORM

Business Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Phone #: _____ Email: _____

LEVEL:

Presenting - \$20,000 Platinum - \$15,000 Gold - \$10,000

Silver - \$5,000 Bronze - \$2,500

METHOD OF PAYMENT:

Enclosed is my check # _____

For Credit Card Donations, please visit www.PolarPlungeNY.org/Buffalo or reach out to Erica Raeppe directly.

I hereby commit to sponsoring the 2024 Buffalo Polar Plunge for Special Olympics NY. Please return this page to Erica Raeppe via email: eraeppe@nyso.org or fax 716-580-3824.

Signature: _____ Date: _____

Donations can also be made directly on the website:
www.PolarPlungeNY.org/Buffalo

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