



2024 FISHKILL POLAR PLUNGE

FREEZIN' FOR A REASON

Be Bold. Get Cold. For more than 26 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 February 17, 2024 we will be hosting the Fishkill Polar Plunge at Sharpe Reservation - Camp Mariah.

Quick Facts and Participation Breakdown

Typical age of a plunger:
12% are 17 and younger
57% are 18-40
29% are 41-60
2% are 60+

Number of participants: 530
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 Sharpe Reservation is always a memorable experience to say the least. We've participated for many years now 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." Emmett Woods, Mahoney's Irish Pub and Restaurant

Fishkill Polar Plunge

February 17, 2024 - Sharpe Reservation - Camp Mariah - Fishkill NY

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: Teresa Gilli
845.262.6011
tgilli@nyso.org



TOSS YOUR BOSS

How it works:

Step 1: Ask your boss to participate in the 2024 Fishkill Polar Plunge at Sharpe Reservation, Camp Mariah - Fishkill, NY.

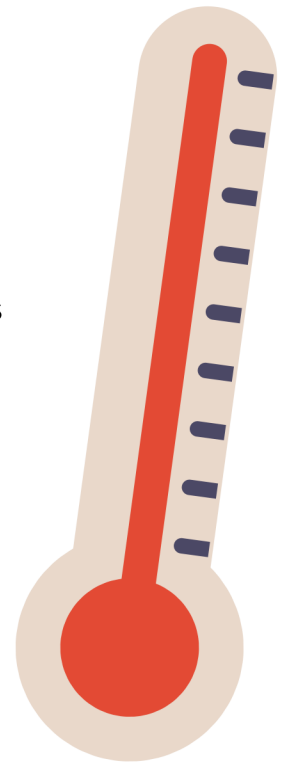
Step 2: Create a thermometer at work that shows how much money you want to raise. Go on www.PolarPlungeNY.org/Fishkill to set up a team. Your custom website will show you how much you have raised.

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/Fishkill

The top fundraising company, will be recognized 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: Teresa Gilli - 845.262.6011 or tgillienyso.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 1st)
 - 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
- Gold Sponsors will create a Polar Plunge Team

CONTACT:

Teresa Gilli
845.262.6011
tgillienyso.org



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



Additional and
customizable
opportunities available.

Sponsorship deadline
for sweatshirt logo
fulfillment: Wednesday,
January 17th

CONTACT: Teresa Gilli
845.262.6011
tgilli@nyso.org



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/Fishkill or reach out to Teresa Gilli directly.

I hereby commit to sponsoring the 2024 Fishkill Polar Plunge for Special Olympics NY. Please return this page to Teresa Gilli via email: tgilli@nyso.org or fax 845.262.6011.

Signature: _____ Date: _____

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

CONTACT: Teresa Gilli
845.262.6011