



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$10,000

- 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 - \$7,500 (4 Available)

- Naming rights to one of the following, which includes logo on a banner at selected area:
 - a. Cool School Challenge
 - b. Naming rights to Plunge walkway (logo presence on walkway)
 - 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
- Platinum Sponsors will create a Polar Plunge Team

Michaela Darbyshire
315-625-3625

CONTACT:

mdarbyshire@nyso.org



SPONSORSHIP OPPORTUNITIES

Gold Sponsor - \$5,000 (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 - \$2,500

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

Bronze Sponsor - \$1,500

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



Sponsorship deadline for
sweatshirt logo fulfillment:
Friday, February 23rd

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SPONSORSHIP OPPORTUNITIES

Ribbon Sponsor - \$1,000

- Listing on Sweatshirt
- T-sign lining Plunge walkway
- 1 Polar Plunge Sweatshirt

Sponsor an Athlete - \$500

- Listing on Sweatshirt
- T-sign lining Plunge walkway



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sweatshirt logo fulfillment:
Friday, February 23rd

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SPONSORSHIP COMMITMENT FORM

Business Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Phone #: _____ Email: _____

LEVEL:

Presenting - \$10,000 Platinum - \$7,500 Gold - \$5,000

Silver - \$2,500 Bronze - \$1,500 Ribbon - \$1,500

Sponsor an Athlete - \$500

METHOD OF PAYMENT:

Enclosed is my check # _____

For Credit Card Donations, please visit www.PolarPlungeNY.org/Ithaca or reach out to Michaela Darbyshire directly.

I hereby commit to sponsoring the 2024 Ithaca Polar Plunge for Special Olympics NY. Please return this page to Michaela Darbyshire via email: mdarbyshire@nyso.org.

Signature: _____ Date: _____