



## POLAR PLUNGE DAY DETAILS

Date: November 23rd, 2024

Location: Shepard Beach Park, Lake George

Schedule

Registration: 8am - 11am

Plunge: TBD

[www.PolarPlungeNY.org/lakegeorge2024](http://www.PolarPlungeNY.org/lakegeorge2024)

### LOCATION Plunger Snapshot

Number of participants: 1,200+

Number of spectators: 2,500+

Typical age of a plunger:

- 35% are 17 and younger
- 42% are 18-40
- 21% are 41-60
- 2% are 60+

## Polar Plunge Sponsorship

Receive recognition at the LOCAL Polar Plunge

### BENEFITS

- Logo on main Polar Plunge and local websites
- Sponsor announcements at Polar Plunge
- Logo on sweatshirt as a Statewide Sponsor
- T-sign lining Plunge walkway at each Plunge
- 3 Polar Plunge Sweatshirts from selected Plunges
- Opportunity to set up teams at multiple Plunges



**INVESTMENT: \$\$\$\$\$**

**CONTACT:**

Chris Hughes

518.881.8631

[chughes@nyso.org](mailto:chughes@nyso.org)



# SPONSORSHIP OPPORTUNITIES

## Presenting Sponsor - \$10,000 (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 (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 can create a Polar Plunge Team and can choose a Plunge time slot

## Platinum Sponsor - \$7500 (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 Heating Tents (logo presence on archway)
  - c. Registration
  - d. Costume Contest
- 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 can create a Polar Plunge Team

**CONTACT:**

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# SPONSORSHIP OPPORTUNITIES

## Gold Sponsor - \$5,000 (4 Available)

- Naming rights to one of the following, which includes logo on a banner at selected area:
  - a. Merch Area
  - b. Costume Judging
  - c. Pre Party
  - d. 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

## 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: **Tuesday,**  
**Nov. 1st**

## CONTACT:

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**518.881.8631**

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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 - \$1,000

Sponsor an Athlete - \$500

### METHOD OF PAYMENT:

Enclosed is my check # \_\_\_\_\_

For Credit Card Donations, please visit  
[www.PolarPlungeNY.org/lakegeorge2024](http://www.PolarPlungeNY.org/lakegeorge2024) or reach out to **Chris Hughes** directly.

I hereby commit to sponsoring the 2024 Buffalo Polar Plunge for Special Olympics NY. Please return this page to **Chris Hughes via email: [chughes@nyso.org](mailto:chughes@nyso.org)**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Donations can also be made directly on the website:  
[www.PolarPlungeNY.org/lakegeorge2024](http://www.PolarPlungeNY.org/lakegeorge2024)

**CONTACT:** **Chris Hughes**  
**518.881.8631**