



# SPONSORSHIP OPPORTUNITIES

## Presenting Sponsor - \$7,500 (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 - \$5,000 (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 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
- Platinum Sponsors can create a Polar Plunge Team

**CONTACT:**

Carolyn Braunius

518.930.4882

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



# SPONSORSHIP OPPORTUNITIES

## **Gold Sponsor - \$2,500** (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 - \$1,500**

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

## **Bronze Sponsor - \$1,000**


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

## **Ribbon Sponsor - \$750**

- 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:**

Carolyn Braunius  
**518.930.4882**  
cbraunius@nyso.org



## SPONSORSHIP COMMITMENT FORM

Business Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

### LEVEL:

Presenting - \$7,500       Platinum - \$5,000       Gold - \$2,500

Silver - \$1,500       Bronze - \$1,000       Ribbon - \$750

Sponsor an Athlete - \$500

### METHOD OF PAYMENT:

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

For Credit Card Donations, please reach out to **Carolyn Braunius** directly.

I hereby commit to sponsoring the 2024 Saint Lawrence Polar Plunge for Special Olympics NY. Please return this page to **Carolyn Braunius** via email: [cbraunius@nyso.org](mailto:cbraunius@nyso.org) or fax: 518.930.4882.

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

Donations can also be made directly on the website:  
<http://events.nyso.org/StLawPP2024>

**CONTACT:** Carolyn Braunius  
518.930.4882