

WE HAVE 26,460 REASONS TO BE FREEZIN'!

POLAR PLUNGE

2019

SPONSORSHIP OPPORTUNITIES

FEBRUARY 23rd, 2019

ACWORTH BEACH

4425 Beach St

Acworth, GA 30101

Special Olympics
Georgia



Special thanks to The City of Acworth

*You're
Welcome
in Acworth*


The Polar Plunge is the largest fundraising effort benefiting Special Olympics. Many states across the nation participate in this annual event through the efforts of their Law Enforcement Torch Run program. Its purpose is to raise funds to enhance Special Olympics' mission: To provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendship with their families, and other Special Olympics athletes and the community.

Participants collect pledges from friends and family in exchange for the opportunity to jump into icy waters in the middle of winter. All proceeds collected by "plungers" will benefit the 26,460 athletes of Special Olympics Georgia.

Polar Plunge 2018 had over 285 plungers, over 500 attendees at the event, and raised over \$103,000!

Prizes will be awarded in several categories, including best costume, highest individual fundraiser, highest team fundraiser, and many more.

Still not convinced? That's alright – we'll have areas to keep you warm and activities to keep you and the family entertained, so come out and enjoy the day and support all our Polar Plungers!



Est. 2009

Polar Plunge
2019

Celebrating 10 years of Freezin'

68%

of the Public say they feel more positive about companies that support Special Olympics

77%

of the public say they would be "extremely likely" to spend a little more to purchase a product or service if they thought it were helping Special Olympics

3,700

average number of Special Olympics Georgia website hits per month

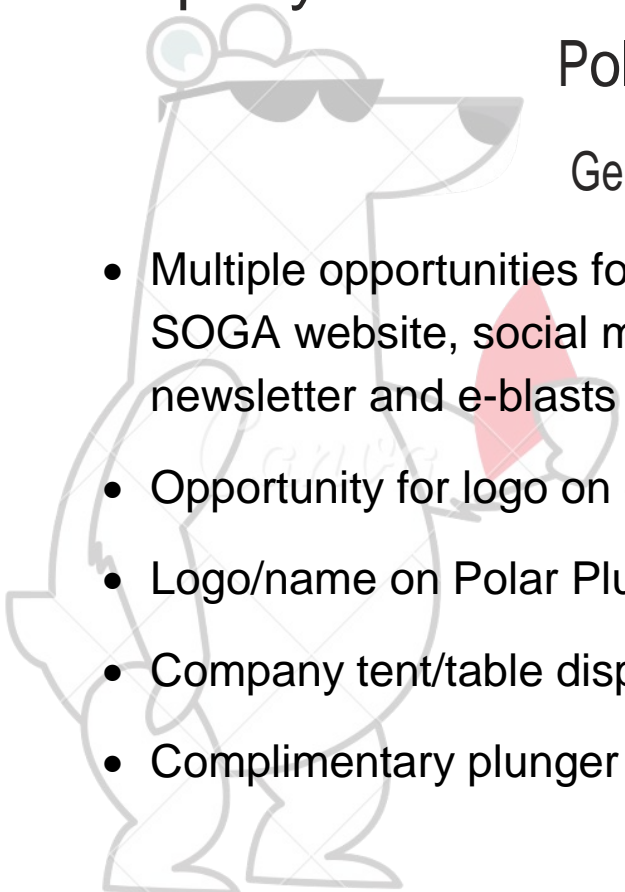
The Cold Hard Facts

Special Olympics Georgia would like to invite your company to become a sponsor of the 10th Annual

Polar Plunge!

General Benefits:

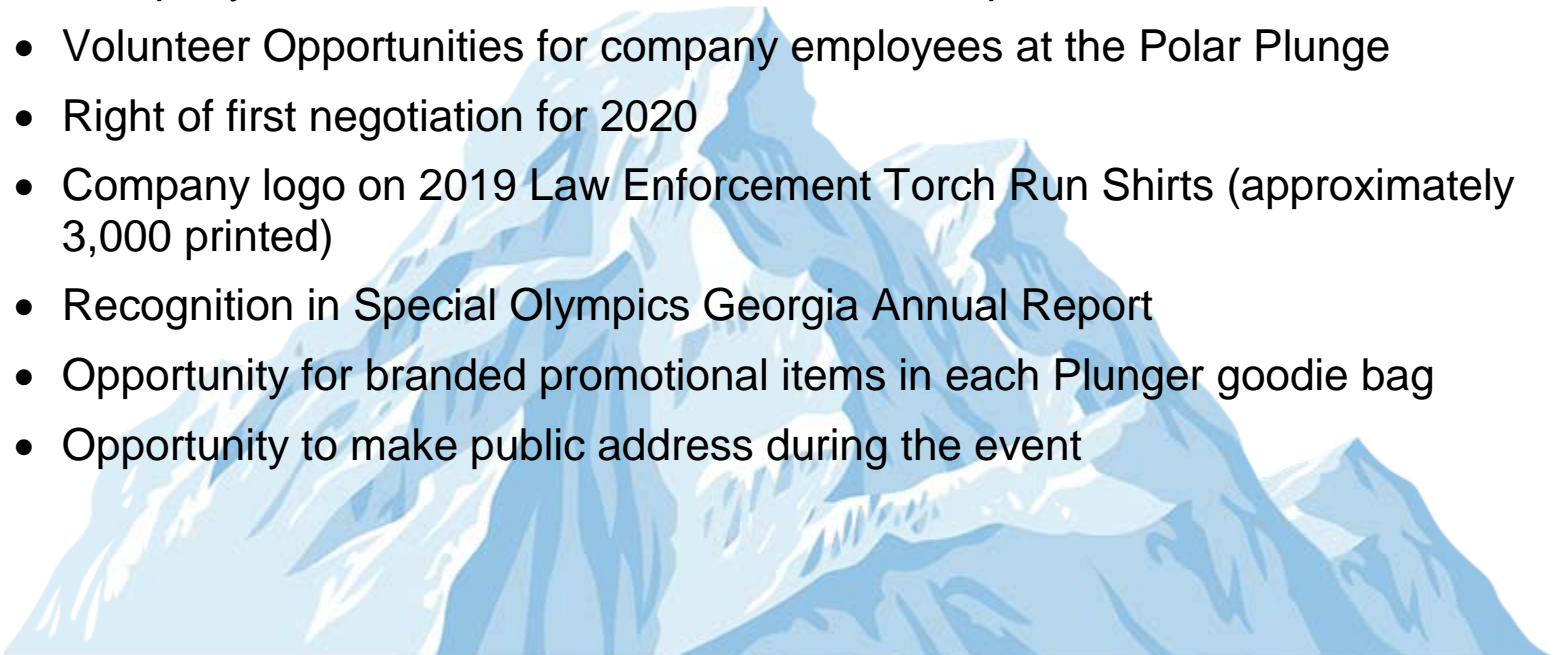
- Multiple opportunities for media recognition (includes radio, TV, SOGA website, social media, digital billboards, monthly e-newsletter and e-blasts received by 26,000+)
- Opportunity for logo on event t-shirts (over 270 ordered in 2018)
- Logo/name on Polar Plunge printed materials
- Company tent/table display at event
- Complimentary plunger entries



Glacier Title Sponsor

\$7,500

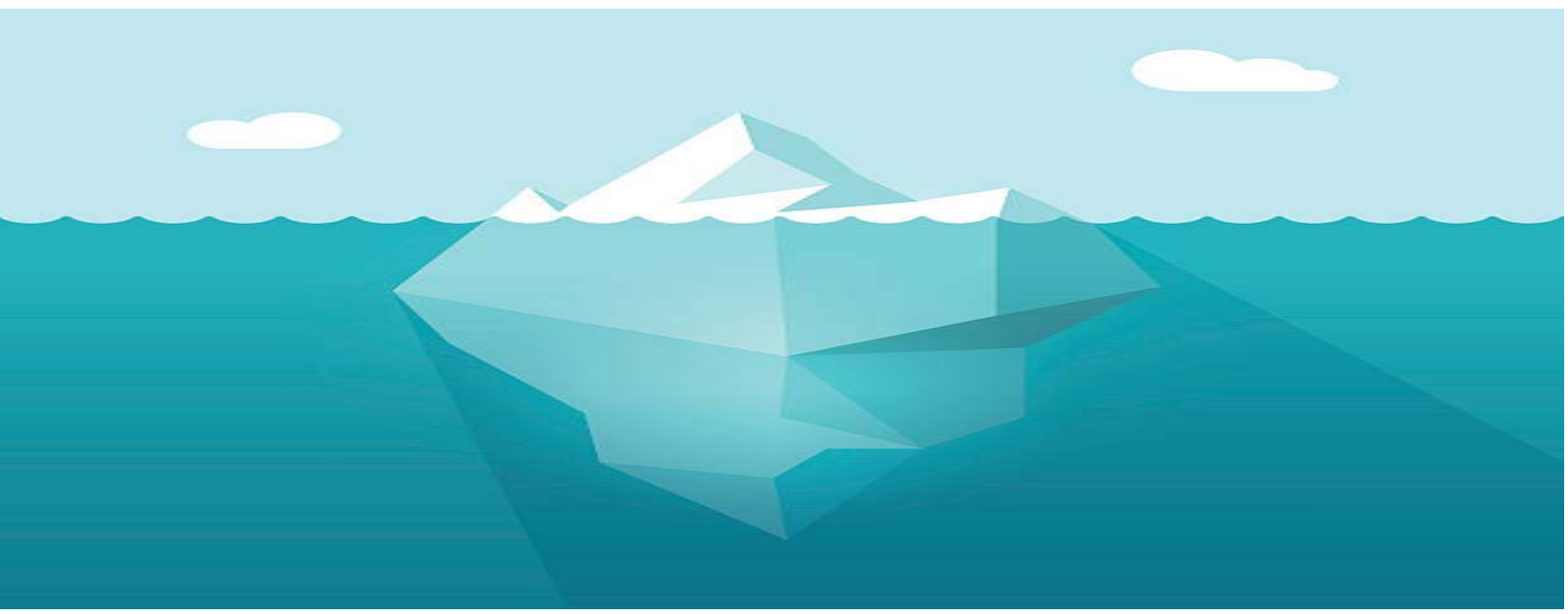
- Exclusivity as company with top billing in all promotional efforts
- Opportunity for naming rights of the event
- Logo on all printed materials produced for the Polar Plunge including, but not limited to, brochures and posters/flyers
- Company logo on Polar Plunge T-Shirt – to be placed prominently at top and larger than all other logos
- Recognition at the Polar Plunge and the opportunity for a company representative to speak at the event
- Opportunity for tent/table display at event
- Company logo on Polar Plunge web page with link to corporate website
- Opportunity for a company plunge team of 30 plungers and to be in first group of plungers!
- Company banners to be placed in prominent places on site – 3 total to be provided by company
- Company name included in all media materials/pitches
- Volunteer Opportunities for company employees at the Polar Plunge
- Right of first negotiation for 2020
- Company logo on 2019 Law Enforcement Torch Run Shirts (approximately 3,000 printed)
- Recognition in Special Olympics Georgia Annual Report
- Opportunity for branded promotional items in each Plunger goodie bag
- Opportunity to make public address during the event



Iceberg Sponsor

\$5,000

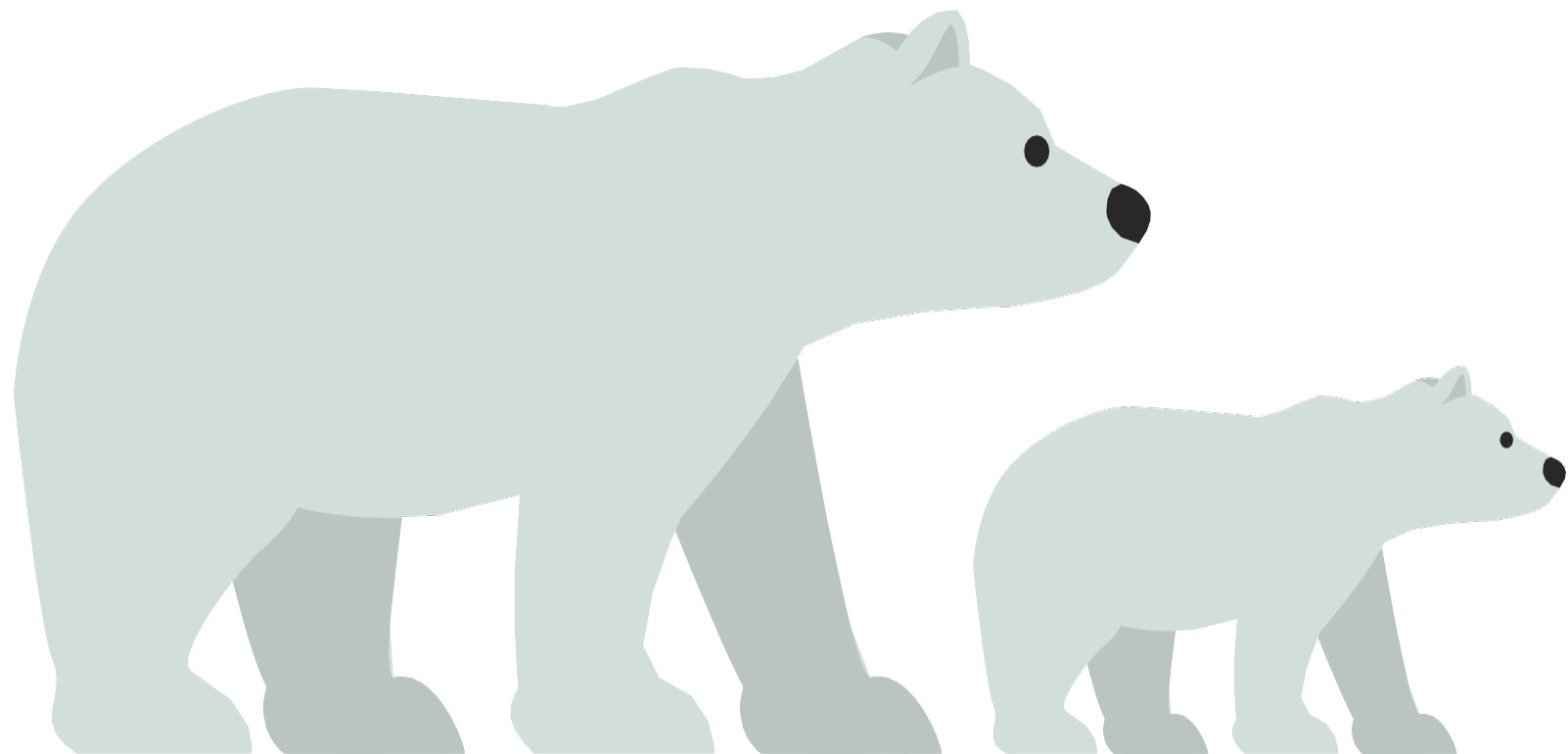
- Limited to two non-competing companies
- Logo on all printed materials produced for the Polar Plunge including, but not limited to, brochures and posters/flyers
- Company logo on Polar Plunge T-Shirt – to be placed on the second row
- Recognition at the Polar Plunge
- Opportunity for tent/table display at event
- Company logo on Polar Plunge web page with link to corporate website.
- Opportunity for a company plunge team of 20 plungers
- Company banners to be placed on site at the event – 2 total to be provided by each company
- Volunteer Opportunities for company employees at the Polar Plunge
- Company logo on 2019 Law Enforcement Torch Run Shirts (approximately 3,000 printed)
- Recognition in Special Olympics Georgia Annual Report
- Opportunity for branded promotional items in each Plunger goodie bag



Arctic Sponsor

\$3,000

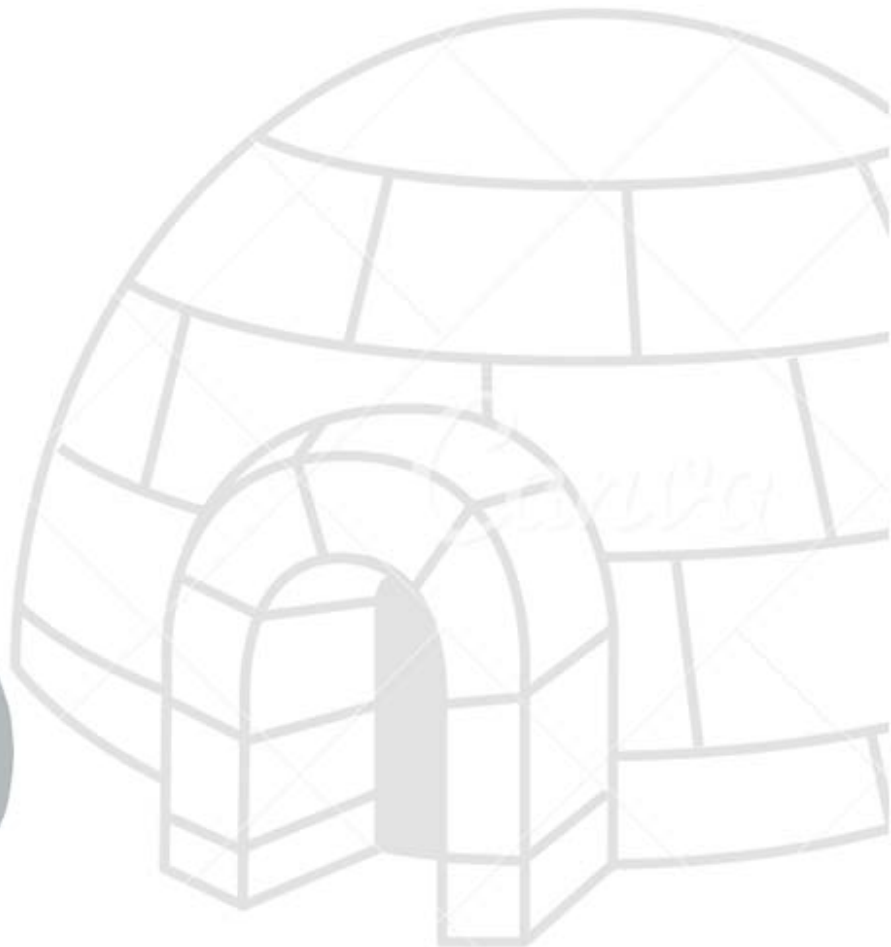
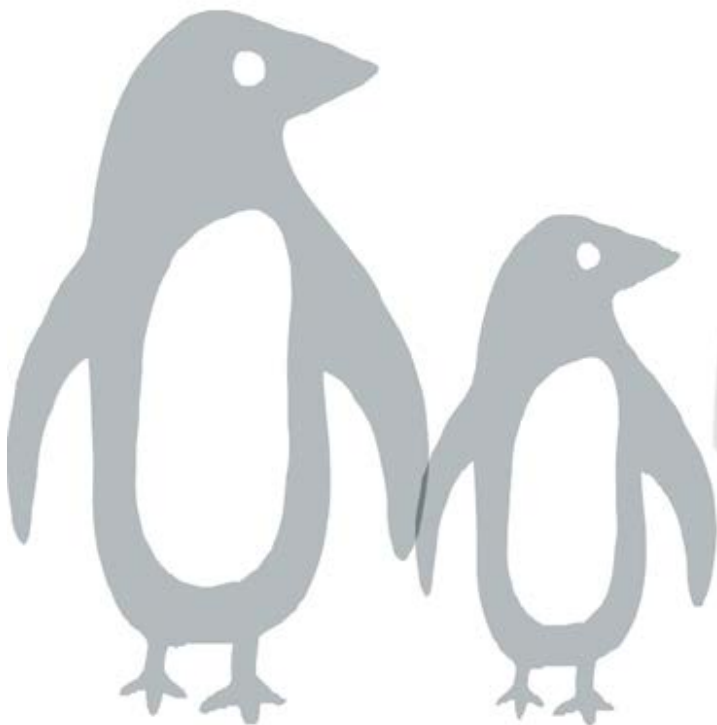
- Logo on all printed materials produced for the Polar Plunge including, but not limited to, brochures and posters/flyers
- Company logo on Polar Plunge T-Shirt – to be placed on the third row
- Recognition at the Polar Plunge
- Opportunity for tent/table display at event
- Company logo on Polar Plunge web page with link to corporate website
- Opportunity for a company plunge team of 15 plungers
- Company banners to be placed on site at the event – 1 total to be provided by company
- Volunteer Opportunities for company employees at the Polar Plunge
- Recognition in Special Olympics Georgia Annual Report



Igloo Sponsor

\$1,500

- Logo on Polar Plunge posters/flyers
- Company logo on Polar Plunge T-Shirt – to be placed on the last row
- Recognition at the Polar Plunge
- Opportunity for promotional tent/table at event
- Company logo on Polar Plunge web page
- Opportunity for a company plunge team of 10 plungers
- Volunteer Opportunities for company employees at the Polar Plunge



Snowflake Sponsor

\$750

- Logo on Polar Plunge posters/flyers
- Recognition at the Polar Plunge
- Opportunity for promotional tent/table at event
- Opportunity for a company plunge team of 5 plungers
- Volunteer Opportunities for company employees at the Polar Plunge

Snowman Sponsor

\$500



- Logo on Polar Plunge posters/flyers
- Opportunity for promotional tent/table display at event
- Opportunity for a company plunge team of 3 plungers

Snow Globe Sponsor

\$100



- Opportunity for promotional table/tent at event

Interested in becoming a Sponsor?

Contact thomas.ritch@specialolympicsga.org 770.414.9390 x1121