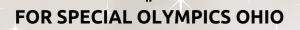


Freezin' For a Reason



POLAR PLUNGE.



Sponsorship Opportunities 2022 POLAR PLUNGE



Our Mission

The mission of Special Olympics Ohio is to advance the global inclusion movement through sports, health education, and leadership programs that empower people with intellectual disabilities throughout Ohio.

95%

positive brand recognition towards Special Olympics in the U.S.





People with intellectual disabilities who participate in Special Olympics are

50% MORE LIKELY

to be employed

20,000

athletes throughout Ohio

1 in 6

families are touched by Special Olympics in the U.S.

136

local, communitybased programs throughout Ohio

With more than 2,500 supporters in Ohio's three major markets:

COLUMBUS February 5, 2022

Alum Creek 3400 Lewis Center Road, Lewis Center

Contact: Kathryn Scheid kscheid@sooh.org CINCINNATI January 29, 2022

> The Banks Freedom Way, Cincinnati

Contact: Jackie Oney joney@sooh.org CLEVELAND February 26, 2022

Edgewater Beach Cleveland Memorial Shoreway

Contact: Libby Schafer eschafer@sooh.org

\$25,000 PRESENTING SPONSOR

Recognized as Presenting Sponsor of 2022 Polar Plunge for Special Olympics Ohio in choice city (Columbus, Cincinnati or Cleveland)

- Presenting Sponsor's logo featured prominently on event branding
- Heated VIP tent provided for company members and attendees at Polar Plunge
- Logo recognition on:
 - website social media peer to peer fundraising site
 - event emails event signage
- Athlete Liasion available to speak to company employees
- Company listed in official **Press Release** as "2022 Presenting Sponsor"
- Company representative invited to create a recorded video "motivation message" to be delivered to an estimated +2000 state-wide participants
- Company recognition during Polar Plunge event by local media partners
- Inclusion in all print, outdoor, radio, and television advertising

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- Event t-shirts with company logo prominently placed
- Opportunity to distribute company branded promotional materials at Polar Plunge event

For more information, please contact: Christine Hoyer, Chief Development Officer Tel 614-239-7050 / Cell 614-561-4647 / Email choyer@sooh.org

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\$15,000 GOLD SPONSOR

Recognized as Gold Sponsor of 2022 Polar Plunge for Special Olympics Ohio in choice city (Columbus, Cincinnati or Cleveland)

- Featured as the exclusive **Matching Gift Sponsor** (up to \$15,000) on event peer-topeer fundraising website and highlighted in all matching gift sponsor promotions
- Heated VIP tent provided for company members and attendees at Polar Plunge
- Sponsor has full promotional rights to use Special Olympics Ohio and Polar Plunge in advertising and promotions (pre-approved by SOOH)
- Logo recognition on: SOOH website, social media, event emails, event signage, and event t-shirts
- Inclusion in all print, outdoor, radio, and television advertising
- Company recognition on flyers, posters, press releases, and any other event promotions





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\$10,000 SILVER SPONSOR

Recognized as Silver Sponsor of 2022 Polar Plunge for Special Olympics Ohio in choice city (Columbus, Cincinnati or Cleveland)

- Logo inclusion on warming blankets to be provided to plunge participants
- Logo placement on all **changing tents** for day of event
- Sponsor has full promotional rights to use Special Olympics Ohio and Polar Plunge in advertising and promotions (pre-approved by SOOH)
- Logo recognition on: SOOH website, social media, event emails, event signage, and event t-shirts

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- Inclusion in all print, outdoor, radio, and television advertising
- Company recognition on flyers, posters, press releases, and any other event promotions

\$5,000 BRONZE SPONSOR

Recognized as Bronze Sponsor of 2022 Polar Plunge for Special Olympics Ohio in choice city (Columbus, Cincinnati or Cleveland)

- Company logo displayed on warming stations at event
- Sponsorship of event day photo booth
- Sponsor has full promotional rights to use Special Olympics Ohio and Polar Plunge in advertising and promotions (pre-approved by SOOH)
- Logo recognition on: SOOH website, social media, event emails, event signage, and event t-shirts
- Inclusion in all print, outdoor, radio, and television advertising
- Company recognition on flyers, posters, press releases, and any other event promotions

\$2,500 SPONSOR

- Sponsor has full promotional rights to use Special Olympics Ohio and Polar Plunge in advertising and promotions (pre-approved by SOOH)
- Logo recognition on: SOOH website, social media, event emails, event signage, and event t-shirts
- Inclusion in all print, outdoor, radio, and television advertising
- Company recognition on flyers, posters, press releases, and any other event promotions