



# *Freezin' For a Reason*



**POLAR PLUNGE®**



**FOR SPECIAL OLYMPICS OHIO**

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, community-  
based 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](mailto:kscheid@sooh.org)

**CINCINNATI**  
January 29, 2022

**The Banks**  
Freedom Way,  
Cincinnati

Contact: Jackie Oney  
[joney@sooh.org](mailto:joney@sooh.org)

**CLEVELAND**  
February 26, 2022

**Edgewater Beach**  
Cleveland Memorial  
Shoreway

Contact: Libby Schafer  
[eschafer@sooh.org](mailto: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 Liaison** 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*
- *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](mailto:choyer@sooh.org)*





# \$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-to-peer 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*





# \$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
- 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*

