



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 the State
of 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
TBD

Edgewater Beach
Cleveland Memorial
Shoreway

Contact: Libby Schafer
lschafer@sooh.org

\$25,000 PRESENTING SPONSOR

Recognized as Presenting Sponsor of 2022 Polar Plunge for Special Olympics Ohio

- *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



\$15,000 GOLD SPONSOR

- Utilization of **"Proud Sponsor of Special Olympics Ohio"** in communication channels
- Opportunity to be featured as the exclusive **Matching Gift Sponsor** for up to \$15,000
- Opportunity to sponsor **heated tent for Special Olympics Ohio athletes** at event
- Sponsor has full promotional rights to use Special Olympics Ohio and Polar Plunge in advertising and promotions (pre-approved by SOOH)
- Inclusion in all print, outdoor, radio, and television advertising
- Company logo/name featured on flyers, posters, press releases, and any other correspondence related to the 2021 Polar Plunge
- Company logo featured on Polar Plunge event website and Facebook page
- Company logo displayed on event t-shirts and event signage



\$10,000 SILVER SPONSOR

- Utilization of **"Proud Sponsor of Special Olympics Ohio"** in communication about the event from the sponsor
- Logo inclusion on **warming blankets** to be provided to plunge participants
- Logo placement on all **changing tents** on day of event
- Sponsor has full promotional rights to use Special Olympics Ohio and Polar Plunge in advertising and promotions (pre-approved by SOOH)
- Company name and logo featured on flyers, posters, press releases, and any correspondence related to the 2021 Polar Plunge
- Company logo displayed on event t-shirts and event signage
- Company logo featured on Polar Plunge event website and Facebook page



\$5,000 BRONZE SPONSOR

- Utilization of **"Proud Sponsor of Special Olympics Ohio"** in communication about the event from the sponsor
- Company logo displayed on **warming stations** at event
- Sponsorship of event day **photo booth**
- Company logo displayed on event t-shirts and event signage
- Sponsor has full promotional rights to use Special Olympics Ohio and Polar Plunge in advertising and promotions (pre-approved by SOOH)
- Company name and logo featured on flyers, posters, press releases, and any correspondence related to the 2021 Polar Plunge
- Company logo featured on Polar Plunge event website and Facebook page

