



POLAR PLUNGE®



FOR SPECIAL OLYMPICS OHIO

Sponsorship Opportunities

Freezin' For A Reason



**Special
Olympics**
Ohio



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:

CINCINNATI

January 28, 2023

**Downtown
The Banks**

Contact: Alison Bloomer
abloomer@sooh.org

COLUMBUS

February 11, 2023

**Crew Stadium
Lower.com Field Plaza**

Contact: Haley Melcher
hmelcher@sooh.org

CLEVELAND

February 25, 2023

**Downtown
Gateway Plaza**

Contact: Libby Schafer
eschafer@sooh.org

POLAR PLUNGE 2023

PRESENTING PARTNER

\$20,000 INVESTMENT

- Opportunity to have a Special Olympics athlete liaison available to speak to company employees about the impact of your sponsorship
- Company representative invited to create a recorded “motivation message” to be delivered to an estimated 2000+ state-wide Polar Plunge participants
- Complimentary registration for plunge team of up to 20 people
- Catered VIP Luncheon immediately following the event for up to 25 guests
- Opportunity to participate in a VIP tour for up to 25 guests
- Prominent Logo placement on all Polar Plunge Event Marketing
 - Including all print, outdoor (50+ billboards across the state of Ohio), television and radio advertising
 - Special Olympics Ohio website
 - All Social Media platforms
 - Crowd Funding website
 - All Event e-mail communications
 - Event t-shirts
 - Event signage
- Opportunity to distribute company branded promotional materials at the Polar Plunge event



POLAR PLUNGE 2023

GOLD SPONSOR

\$10,000 INVESTMENT

- Opportunity to "sponsor" a local, community-based, Special Olympics Ohio program. Your company will be teamed up with an athlete from a local, community-based program with **50%** of the sponsorship being directed back to that program
- Complimentary registration for plunge team of up to 10 people
- Sponsor has full promotional rights to use Special Olympics Ohio and Polar Plunge in advertising and promotions (pre-approved by Special Olympics Ohio)
- 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 2023 Polar Plunge
- Company logo featured on Polar Plunge event website and Facebook page
- Company logo displayed on event t-shirts and event signage



POLAR PLUNGE 2023 SILVER SPONSOR \$5,000 INVESTMENT

- Featured as the exclusive Matching Gift Sponsor on event (peer-to-peer) website and highlighted in all matching gift sponsor promotions
- Sponsor has full promotional rights to use Special Olympics Ohio and Polar Plunge in advertising and promotions (pre-approved by Special Olympics Ohio)
- 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 2023 Polar Plunge
- Company logo featured on Polar Plunge event website and Facebook page
- Company logo displayed on event t-shirts and event signage



POLAR PLUNGE 2023 BRONZE SPONSOR \$2,500 INVESTMENT

- Sponsor has full promotional rights to use Special Olympics Ohio and Polar Plunge in advertising and promotions (pre-approved by Special Olympics Ohio)
- 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 2023 Polar Plunge
- Company logo featured on Polar Plunge event website and Facebook page
- Company logo displayed on event t-shirts and event signage

*For more information about the 2023 Polar Plunge please visit
www.SOOH.org*

