



# CLEVELAND POLAR PLUNGE.



## SPONSORSHIP OPPORTUNITIES

FREEZIN' FOR A REASON

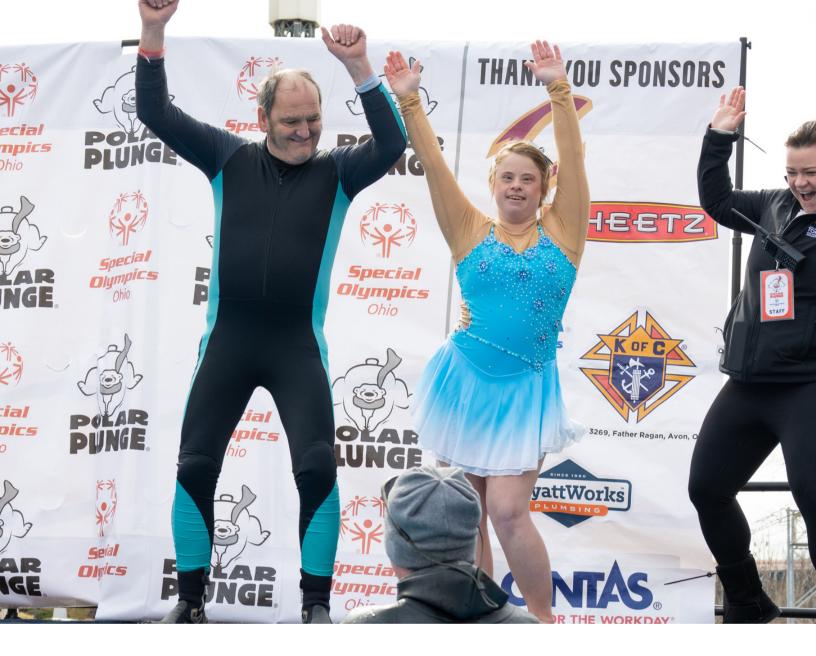


## **Our Mission**

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.

**50%** 

People with intellectual disabilities who participate in Special Olympics are MORE LIKELY to be employed

1 in 6

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

**136** 

Local, community-based programs throughout the State of Ohio

20,000

Athletes throughout Ohio









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

## **Cleveland** *February 24, 2024*

Downtown
Gateway Plaza
Contact: Shannon Meissner
smeissner@sooh.org



## Presenting Partner \$20,000 INVESTMENT

### **Pre-Event**

- Company representative invited to create a recorded "motivational message" to be delivered to an estimated 2500+ state-wide Polar Plunge participants
- 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
- Sponsor has full promotional rights to use Special Olympics Ohio and Polar Plunge in advertising and promotions (pre-approved by Special Olympics Ohio)

### **Day-Of Event**

- Complimentary registration for plunge team of up to 20 people (with the expectation they will still have an active fundraising page)
- Catered VIP Luncheon immediately following the event for up to 25 guests
- Opportunity to participate in a VIP tour of Rocket Mortgage Field House for up to 25 guests
- Opportunity for engagement space/distribution of promotional materials at the event

#### **Post-Event**

- Emailed event impact report
- Personalized thank you video from an athlete





## GOLD SPONSOR \$10,000 INVESTMENT

#### **Pre-Event**

- Logo placement on the event website and social media pages with direct links and tags to the company website and affiliated social media platforms
- Recognition on all event promotional materials and pre-and post-event publicity
- Sponsor has full promotional rights to use Special Olympics Ohio and Polar Plunge in advertising and promotions (pre-approved by Special Olympics Ohio)

### **Day-Of Event**

- Complimentary registration for plunge team of up to 10 people (with the expectation they will still have an active fundraising page)
- Exclusive official sponsor to include prominent branding, choice of:
  - Polar Plunge Costume Contest, including an opportunity to judge the contest alongside a Special Olympics Ohio athlete
  - Exclusive Changing Tent signage
  - Too Chicken to Plunge T-shirts
- Logo placement on event t-shirt and pool backdrop
- Opportunity for engagement space/distribution of promotional materials at the event

#### **Post-Event**

- Emailed event impact report
- Personalized thank you video from an athlete





## **SILVER SPONSOR** \$5,000 INVESTMENT

#### **Pre-Event**

- Featured as a Matching Gift sponsor for one weekend on the event website and highlighted in all matching gift sponsor promotions
- Logo placement on the event website and social media pages with direct links and tags to the company website and affiliated social media platforms
- Recognition on all event promotional materials and pre and post-event publicity
- Sponsor has full promotional rights to use Special Olympics Ohio and Polar Plunge in advertising and promotions (pre-approved by Special Olympics Ohio)

### **Day-Of Event**

- Complimentary registration for plunge team of up to 5 people (with the expectation they will still have an active fundraising page)
- Logo placement on event t-shirt and pool backdrop
- Opportunity for engagement space/distribution of promotional materials at the event

#### **Post-Event**

• Emailed event impact report





## **BRONZE SPONSOR** \$2,500 INVESTMENT

### **Pre-Event**

- Logo placement on the event website and social media pages with direct links and tags to the company website and affiliated social media platforms
- Recognition on all event promotional materials and pre and post-event publicity
- Sponsor has full promotional rights to use Special Olympics Ohio and Polar Plunge in advertising and promotions (pre-approved by Special Olympics Ohio)

## **Day-Of Event**

- Logo placement on event t-shirt and pool backdrop
- Opportunity for engagement space/distribution of promotional materials at the event

#### **Post-Event**

• Emailed event impact report





## SUPPORTING SPONSOR

\$1,000 INVESTMENT

#### **Pre-Event**

- Logo placement on the event website and social media pages with direct links and tags to the company website and affiliated social media platforms
- Sponsor has full promotional rights to use Special Olympics Ohio and Polar Plunge in advertising and promotions (pre-approved by Special Olympics Ohio)

### **Post-Event**

• Emailed event impact report

For more information about the 2024 Polar Plunge please visit www.SOOH.org



