



CLEVELAND
POLAR PLUNGE.



FOR SPECIAL OLYMPICS OHIO

**SPONSORSHIP
OPPORTUNITIES**

F R E E Z I N ' F O R A R E A S O N

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.



**Special
Olympics**
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



**Special
Olympics
Ohio**



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

Cleveland

February 24, 2024

Downtown

Gateway Plaza

Contact: Shannon Meissner

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**Special
Olympics**
Ohio



Polar Plunge 2024

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



Polar Plunge 2024

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

**Special
Olympics**
Ohio



Polar Plunge 2024

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



Polar Plunge 2024

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



**Special
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Ohio



Polar Plunge 2024

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

