



COLUMBUS
POLAR PLUNGE.



FOR SPECIAL OLYMPICS OHIO

**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.



**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

Columbus

February 10, 2024

Crew Stadium

Lower.com Field Plaza

Contact: Haley Melcher

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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 Lower.com Field 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



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

