

SPONSORSHIP OPPORTUNITIES

FREEZIN' FOR A REASON



GREATER CINCINNATI
POLAR PLUNGE



FOR SPECIAL OLYMPICS

Our Mission

The mission of Special Olympics Kentucky and Ohio is to advance the global inclusion movement through sports, health education, and leadership programs that empower people with intellectual disabilities.



**Special
Olympics**
Kentucky



**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.

175

Local, community-based programs throughout Kentucky and Ohio

30,000

Athletes throughout Kentucky and Ohio



Greater Cincinnati Polar Plunge

January 27, 2024

The Banks, Downtown Cincinnati

**Special
Olympics**
Ohio



Alison Bloomer
abloomer@sooh.org

**Special
Olympics**
Kentucky



Hannah Blancet
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www.greatercincinnatiplunge.com



Polar Plunge 2024

Presenting Partner

\$20,000 INVESTMENT

Pre-Event

- 3 “sponsor spotlight” posts on social media platforms
- Prominent logo placement on event website and all printed marketing materials
- Company name mentioned in all paid/free media including, but not limited to; billboards and TV and radio interviews
- Company mentioned in all auto-generated emails for participants and donors
- Company representative invited to media appearances
- Recognized as presenting sponsor in press release with opportunity to include a company representative quote

Day-of Event

- 20 complimentary plunger spots (with the expectation they will still have an active fundraising page)
- Prominent logo placement on the event t-shirt and pool banner
- Opportunity for tent space for engagement and giveaway/merch handouts
- Recognition during opening ceremonies with a plaque
- Company representative invited to speak during opening ceremonies
- Opportunity to select 2-3 company representatives to be the Costume Contest judges
- Official host of the post-event party to be held at one of the bar/restaurants on the Banks

Post-Event

- Athlete leader to speak to company about their sponsorship impact
- Mailed event impact report two weeks after the event
- Personalized thank you video from an athlete



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FOR SPECIAL OLYMPICS



Polar Plunge 2024

GOLD SPONSOR

\$10,000 INVESTMENT

Pre-Event

- 2 “sponsor spotlight” posts on social media
- Logo placement on the event website and all printed marketing materials
- Company name mentioned in all paid/free media including, but not limited to, TV and radio interviews
- Featured as a Matching Gift sponsor for one weekend leading up to the event

Day-of Event

- 10 complimentary plunger spots (with the expectation they will still have an active fundraising page)
- Logo placement on the event t-shirt and pool banner
- Opportunity for tent space for engagement and giveaway/merch handouts
- Recognition during opening ceremonies with a plaque

Post-Event

- Athlete leader to speak to company about their sponsorship impact
- Emailed event impact report two weeks after the event
- Personalized thank you video from an athlete



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Polar Plunge 2024

SILVER SPONSOR

\$5,000 INVESTMENT

Pre-Event

- 1 “sponsor spotlight” post on social media
- Logo placement on the event website and all printed marketing materials
- Company name mentioned in all paid/free media including, but not limited to, TV and radio interviews

Day-of Event

- 5 complimentary plunger spots (with the expectation they will still have an active fundraising page)
- Logo placement on the event t-shirt and pool banner
- Opportunity for tent space for engagement and hosting a game (i.e. cornhole)

Post-Event

- Emailed event impact report two weeks after the event
- Personalized thank you video from an athlete



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FOR SPECIAL OLYMPICS



Polar Plunge 2024

BRONZE SPONSOR

\$2,500 INVESTMENT

Pre-Event

- Logo placement on the event website and social media pages

Day-of Event

- Logo placement on the event t-shirt and pool banner
- Opportunity for tent space for engagement and hosting a game (i.e. cornhole)

Post-Event

- Emailed event impact report two weeks after the event



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FOR SPECIAL OLYMPICS

Polar Plunge 2024

SUPPORTING SPONSOR

\$1,000 INVESTMENT

Pre-Event

- Logo placement on the event website and social media pages

Post-Event

- Emailed event impact report two weeks after the event



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