



Plunge into Partnerships



This means the world to us...

Your support of our mission provides people living with intellectual disabilities throughout Pennsylvania with benefits far beyond the joy of the sports we love. Special Olympics Pennsylvania is proud to offer more than **15,301 athletes** around the state FREE sports, health, and leadership programming. Our athletes learn social, developmental, and life skills as the benefits of participation translate beyond the playing field, helping them live more independent and rewarding lives.



So, why do folks partner with us?

We know that **inclusion** have been at the forefront of corporate culture in recent years. Special Olympics has strived for a world of inclusion and celebrated diversity since its founding in 1968. By partnering with us, you will lead the community and exemplify your commitment to inclusion. You will break down barriers for your team and people with intellectual disabilities by immersing yourselves in the culture of inclusion while improving team engagement through the joy of sport.





Lehigh Valley Polar Plunge

Feb. 21, 2026

Scott Park

The Lehigh Valley Polar Plunge is an annual fundraising event that unites daring individuals and a thrilling, icy dip challenge to generate vital funds for Special Olympics Pennsylvania, Greater Lehigh Valley Pocono Region. Beyond the icy waters, the Polar Plunge is a celebration of valor, unity, and a shared commitment to transforming the lives of 3,000+ local athletes with intellectual disabilities.

This year, the exhilarating Polar Plunge will take place on **February 21** at **Scott Park in Easton, PA**. As it has in former years, the event will bring together an entire community dedicated to sports, health, and leadership opportunities for our remarkable athletes

Special Olympics PA Business Happy Hour Plunge



Who

- Special Olympics Pennsylvania – Greater Lehigh Valley
- Supporting more than 3,000 Special Olympics athletes in our region

What

- Business Happy Hour Plunge
- Team-building and networking event
- Happy hour followed by a Polar Plunge
- Opportunity to support inclusion and community engagement

When

- Friday, February 20, 2026
- 3:00 PM – Happy Hour
- 4:00 PM – Plunge

Where

- The Grand Eastonian Hotel

How to Get Involved

- Form a company team and take the plunge together
- Sponsor the event with various level options



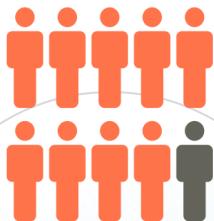
To explore 2026 Polar Plunge partnership options, contact:



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Aligning our brand and goals



Nearly 9 in 10 consumers believe Special Olympics has a positive social impact

95%

of consumers recognize Special Olympics as a brand deserving of respect, loyalty and good will in the United States.

#4



NON-PROFIT

Special Olympics is among the Top 10% of most Trustworthy Brands in the U.S.

What type of partnership brings you value?

COMMUNITY ENGAGEMENT

- Make a local impact
- Build relationships through supporting events & volunteering

EMPLOYEE EXPERIENCE

- Alignment with Organization Culture
- Employee bonding & teamwork
- Meaningful reward & recognition

CUSTOMER EXPOSURE & BUSINESS DEVELOPMENT

- Cross marketing promotion
- Direct and indirect marketing to plungers, donors and more
- Brand exposure to our customers



\$25,000 Presenting Sponsor

- Presenting sponsor designation of the 2026 Lehigh Valley Polar Plunge
- Brand inclusion in Polar Plunge press release and media alerts
- Comprehensive media support from local TV and radio networks
- Company logo on the Lehigh Valley Polar Plunge website
- Company logo on signage at event
- Company logo on advertising and marketing materials
- Company logo recognition on all Polar Plunge email communications
- Recognition on all event social media posts
- Logo placement on the Polar Plunge sweatshirt (distributed to all attendees)
- Twenty (20) team members in the 2026 Polar Plunge
- Corporate 10x10 Team Tent for Polar Plunge
- Opening Ceremony check presentation and speaking opportunity
- Complimentary booth space for sampling and/or promotion in the event area
- Opportunity for recognition at your business with Special Olympics athletes
- Onsite signage and public address announcements
- Speaking opportunity at Polar Plunge Opening Ceremonies
- Customized employee engagement and volunteer opportunities
- Opportunity to include coupon, insert, or other promo material on-site
- Social media post highlighting your company's plunge team and support
- Permission to use Lehigh Valley Polar Plunge logo
- Permission to use Special Olympics PA logo





\$10,000 Iceberg Sponsor

- Company logo on event email communications
- Company logo on the Polar Plunge website
- Company logo on signage at event
- Recognition on two (2) social media posts
- Company logo on the back of the official event sweatshirt
- Opportunity to include coupon, insert, or other promo material on-site
- Sponsorship of a specific Plunge activity with company logo displayed on activity signage
- Complimentary booth space for sampling and/or promotion in the event area
- Eight (8) team members in the 2026 Polar Plunge

\$5,000 Glacier Sponsor

- Company logo on event email communications
- Company logo on the Polar Plunge website
- Company logo on signage at event
- Company logo on the back of the official event sweatshirt
- Recognition on two (2) social media posts
- Sponsorship of a specific Plunge activity with company logo displayed on activity signage
- Six (6) team members in the 2026 Polar Plunge
- Complimentary booth space for sampling and/or promotion in the event area



\$3,000 Icicle Sponsor

- Company logo on event email communications
- Company logo on the Polar Plunge website
- Company logo on signage at event
- Recognition on two (2) social media posts
- Sponsorship of a specific Plunge activity with company logo displayed on activity signage
- Four (4) team members in the 2026 Polar Plunge

\$1,000 Snowflake Sponsor

- Company logo on event email communications
- Company logo on the Polar Plunge website
- Company logo on signage at event
- Wave sponsorship with logo recognition
- Recognition on two (2) social media posts





**To customize a partner package or learn more
about 2026 Lehigh Valley Polar Plunge
opportunities, please contact:**

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For more information about the Polar Plunge, please visit:
www.specialolympicspa.org/lehigh-valley

