



Plunge into Partnerships





Philadelphia Polar Plunge

February 19 & 20, 2027

Stateside Live!

Nobody throws a tailgate quite like Philadelphia! The Philadelphia Polar Plunge brings together passionate supporters, local businesses, and fearless fundraisers for one incredible day at Stateside Live! Participants pledge to "Freezin' for a Reason" and raise at least \$75 to dip, wade or make a big splash.

Every dollar raised helps provide year-round sports training, competition opportunities, leadership programs, and health initiatives for Special Olympics Pennsylvania throughout the Philadelphia region, making an impact right in your local community.

The fun extends well beyond the water. Whether you're plunging or cheering from the sidelines, there's something for everyone at Stateside Live!



Polar Plunge Committee

Michael Baldini

Lisa Barbour

Dennis Boyle

Tito Bryson

Chris Cameron

Jim Campenella

Alicia Carpenter

Phoebe Christos

Zachary Cohen

Katie Couser

Tim DiGiacomo

Adam Fraundorfer

Brynne Gallagher

Robyn Garis

Jaci Gordon

Tim Hansell

Logan Hays

Vanessa Hill

Chris Hoffman

Ernest Holtzheimer

Robin Hull

Ray Kane

James Kelley

Evan Krakower

Nancy Lezynski

SuAnn Maier

Jeff Manto

Nick Marcantonio, Jr.

Robert Migliaccio

Sarah Napoli

Maureen Oliver

Jermaine Rhyens

Joe Rosati

Peter Tsolfias

Lisa Woodcock

Blake Zucker

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.



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

Plunge Day:

- Presenting Sponsor designation of one of the four Plunges Friday/Saturday: Business Bash & Plunge / Cool Schools Plunge / The Polar Plunge / LETR Plunge
- 30 Invitations to the VIP Business Bash Polar Plunge Happy Hour on Friday
- Complimentary VIP Registrations for your team to Plunge on Saturday
- Designated VIP area for your team at Saturday Plunge
- Official Polar Plunge sweatshirt for each attendee
- Onsite signage and public address announcements
- Logo on LED screens in pool/stage area
- Logo on LED screens and ribbon boards in Stateside Live!
- Company logo placement on leaderboard signage displayed over both days.
- Speaking opportunity at Polar Plunge Opening Ceremonies
- Opportunity to set up an interactive game, table or product display in Plunge Town

Media and Promotion:

- Company logo on advertising and marketing materials
- Company logo recognition on all email communications for your Plunge
- Brand inclusion in Polar Plunge press releases and media alerts
- Earned media and Public Relations recognition
- Exclusive Social media post highlighting your company, plunge team, and Polar Plunge support (plus additional social media acknowledgement)

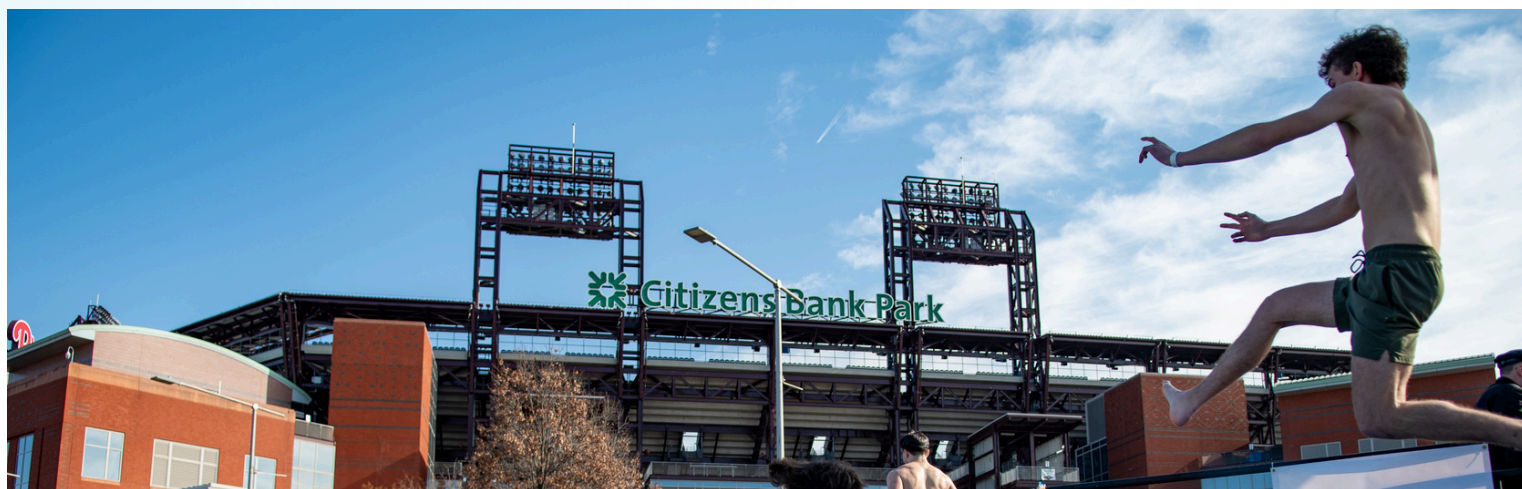
Recognition:

- Prominent company logo placement on the Polar Plunge sweatshirt (2,000 distributed)
- Company logo on Philly Polar Plunge website

Engagement:

- Customized employee engagement and volunteer opportunities at a mutually agreed upon future Special Olympics PA event.

*The tax-deductible portion for the benefits listed above is \$22,000.



\$15,000 Arctic Sponsor

Plunge Day:

- Presenting sponsor of a fundraising or recruitment challenge with the opportunity to provide special incentives to selected participants
- 20 Invitations to the VIP Business Bash Polar Plunge Happy Hour on Friday
- Complimentary VIP Registrations for your team to Plunge on Saturday
- Designated VIP area for your team at Saturday Plunge
- Official Polar Plunge sweatshirt for each attendee
- Onsite signage and public address announcements
- Logo on LED screens in pool/stage area
- Logo on LED screens and ribbon boards in Stateside Live!
- Company logo placement on leaderboard signage displayed over both days.
- Opportunity to set up an interactive game, table or product display in Plunge Town

Media and Promotion:

- Company logo recognition on all Polar Plunge email communications
- Social media post highlighting your company, plunge team, and Polar Plunge support

Recognition:

- Prominent company logo placement on the Polar Plunge sweatshirt (2,000 distributed)
- Company logo on Philly Polar Plunge website.

*The tax-deductible portion for the benefits listed above is \$13,680.



\$10,000 Glacial Sponsor

Plunge Day:

- 15 Invitations to the VIP Business Bash Polar Plunge Happy Hour on Friday
- Complimentary VIP Registrations for your team to Plunge on Saturday
- Designated VIP area for your team at Saturday Plunge
- Official Polar Plunge sweatshirt for each attendee
- Onsite signage and public address announcements
- Logo on LED screens in pool/stage area
- Logo on LED screens and ribbon boards in Stateside Live!
- Company logo placement on leaderboard signage displayed over both days.
- Opportunity to set up an interactive game, table or product display in Plunge Town

Media and Promotion:

- Company logo recognition on all Polar Plunge email communications
- Social media post highlighting your company, plunge team, and Polar Plunge support

Recognition:

- Prominent company logo placement on the Polar Plunge sweatshirt (2,000 distributed)
- Company logo on Philly Polar Plunge website.

*The tax-deductible portion for the benefits listed above is \$8,680.





\$5,000 Iceberg Sponsor

Plunge Day:

- 8 Invitations to the VIP Business Bash Polar Plunge Happy Hour on Friday
- Complimentary VIP Registrations for your team to Plunge on Saturday
- Official Polar Plunge sweatshirt for each attendee
- Onsite signage and public address announcements
- Logo scrolling on LED screens in pool/stage area
- Company logo placement on leaderboard signage displayed over both days.

Media and Promotion:

- Social media post thank you post

Recognition:

- Company logo placement on the Polar Plunge sweatshirt (2,000 distributed)
- Company name on Philly Polar Plunge website

*The tax-deductible portion for the benefits listed above is \$4,400.

\$2,500 Icicle Sponsor

Plunge Day:

- 4 Invitations to the VIP Business Bash Polar Plunge Happy Hour on Friday
- Complimentary VIP Registrations for your team to Plunge on Saturday
- Official Polar Plunge sweatshirt for each attendee
- Logo scrolling on LED screens in pool/stage area
- Company logo placement on leaderboard signage displayed over both days.

Recognition:

- Company name on Philly Polar Plunge website





Let's take the leap!

To secure your sponsorship of the 2027 Philadelphia Polar Plunge, or if you want to customize a package to meet your company's needs, contact us today!

MAUREEN MASON

Vice President - Development

610.630.9450 Ext. 263

mmason@specialolympicspa.org

Eric Cushing

Vice President - Strategic Partnerships

484-433-6201

ecushing@specialolympicspa.org

plungepa.org/plunge/philadelphia

