



POLAR PLUNGE[®]

FESTIVAL

25

YEARS

2017 Sponsorship Packages

	Bronze \$1,000	Silver \$3,000	Gold \$5,000	Presenting \$10,000
Logo placement on Plunge participant bibs				+
Logo on post-event thank you to all participants				+
Recognition in print ads, radio and TV spots				+
Mentions on the Plunge VA social media channels			+	+
Recognition on Charlottesville Polar Plunge® Fest t-shirt			Listing	Logo
Recognition in Annual Report			+	+
Opportunity to display banners on-site at the event		+	+	+
Recognition on Polar Plunge.com	Listing	Listing & link	Listing & link	Logo & link
Sponsorship recognition award	+	+	+	+
Coupon or flyer in goodie bag	+	+	+	+

Other Support Options

Pool Sponsor [\$5,000]

In addition to Gold level perks, Plunge Pools are branded with your company logo and photographed each time a participant plunges. Photos are shared with media outlets, on social media, and used on all event collateral promoting the event.

Red Carpet Costume Contest [\$1,000]

In addition to Bronze level perks, your company has naming rights to the Red Carpet Costume Contest and will be promoted on our event website & social media and receive on-site PA recognition throughout the event.

Help Us Celebrate 25 Years of Plunge!

Whether you go waist deep or underwater, we hope you'll join us **March 11** to help make a lasting impact on the local community. Contact **Nicole Rappaport** at nrappaport@specialolympicsva.org or 804.726.3023 to freeze your spot today!

