



## Join the Plunge!

Support **Special Olympics Northern California** at the 2025 Polar Plunge Series, our signature fundraising event. With fun locations throughout Northern California, the Polar Plunge is more than just a quick dip—it's a chilly challenge and a celebration of inclusion. Proceeds help athletes participate in year-round sports and inclusive programming at no cost. Join thousands of other brave Plungers and make a splash for local athletes.

Visit [PlungeCA.org](https://PlungeCA.org) to get involved!

## Special Olympics NorCal's Audience



**27,000+**  
Social media following



**75,000+**  
Email subscribers

**16,000+**  
Visits to SONC.org  
per month

**1,300+**  
Health Screenings

**500+**  
School Partnerships

**182,000+**  
Students Involved



**23,000+**  
Athletes

**21,000+**  
Volunteers

**330+**  
Competitions



**100+**  
Athlete Leaders

**\$500**  
provides 1 athlete FREE  
access to program  
opportunities for a year



**91¢ of  
every dollar**  
goes directly back  
to athlete programs



# 2025 Partner Benefits

<b>PRESENTING</b> \$25,000	<b>GOLD</b> \$10,000	<b>SILVER</b> \$7,500	<b>BRONZE</b> \$5,000	<b>COMMUNITY SUPPORTER</b> \$2,500
<p><b>ALL GOLD level sponsorship benefits +</b></p> <ul style="list-style-type: none"> <li>Recognition as Polar Plunge Presenting Sponsor across event materials</li> <li>Company recognition featured on Special Olympics NorCal Polar Plunge webpage, participant and volunteer registration pages (approximately 10 webpages)</li> <li>Recognition on pre-promotional materials distributed throughout Northern California</li> <li>Logo integration into promotional video end-card</li> <li>Total of twelve (12) company representatives invited to participate in the event</li> <li>Total of ten (10) volunteer opportunities for employees</li> <li>Total of six (6) reserved parking spots on day-of</li> </ul>	<p><b>ALL SILVER level sponsorship benefits +</b></p> <ul style="list-style-type: none"> <li>Remarks from company representative during the Opening Ceremony</li> <li>One (1) dedicated sponsor banner</li> <li>Day-of social media promotion</li> <li>Total of ten (10) company representatives invited to participate in the event</li> <li>Total of eight (8) volunteer opportunities for employees</li> <li>Total of four (4) reserved parking spots on day-of</li> </ul>	<p><b>ALL BRONZE level sponsorship benefits +</b></p> <ul style="list-style-type: none"> <li>Company logo on the back of Polar Plunge shirt distributed to all Plunge locations in Northern California</li> <li>Pre-event social media promotion</li> <li>Total of eight (8) company representatives invited to participate in the event</li> <li>Total of six (6) volunteer opportunities for employees</li> <li>Total of two (2) reserved parking spots on day-of</li> </ul>	<p><b>ALL SUPPORTER level sponsorship benefits +</b></p> <ul style="list-style-type: none"> <li>Day-of-event banner recognition with your company logo</li> <li>Vendor tent at the event and opportunity to distribute branded items to attendees</li> <li>Total of six (6) company representatives invited to participate in the event</li> <li>Total of four (4) volunteer opportunities for employees</li> <li>Opportunity to have a Special Olympics NorCal Athlete speak to your company</li> </ul>	<ul style="list-style-type: none"> <li>Company logo included in event emails</li> <li>Clickable company logo placement on event website</li> <li>Post-event social media promotion</li> <li>Four (4) company representatives invited to participate in the event</li> <li>Verbal recognition during event</li> <li>Two (2) volunteer opportunities for employees</li> <li>'Thank You' message from our Special Olympics NorCal Athletes</li> </ul>



# Thank you for your support!

## CONTACT INFORMATION

Name: \_\_\_\_\_ Company Name: \_\_\_\_\_  
Email: \_\_\_\_\_ Phone: \_\_\_\_\_  
Social media handle/Company website: \_\_\_\_\_

## COMMITMENT LEVEL

- Presenting Sponsor (\$25,000)       Gold Sponsor (\$10,000)       Silver Sponsor (\$7,500)  
 Bronze Sponsor (\$5,000)       Community Supporter (\$2,500)

## PAYMENT METHOD

Send me a link to a digital invoice to pay by **credit card**. Email: \_\_\_\_\_

Pay via **check** made out to: Special Olympics Northern California

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### To secure your commitment, please email this form to:

Katie Ostrom | Email: [KatieO@sonc.org](mailto:KatieO@sonc.org)

### Mail any checks to:

Special Olympics Northern California  
Attn: Plunge Sponsor  
3480 Buskirk Ave., Suite 340, Pleasant Hill, CA 94523

### For more information, including *volunteer* opportunities, please contact:

Sheena Kawakami | Email: [SheenaK@sonc.org](mailto:SheenaK@sonc.org)

**Please submit logos by December 20 for back of the shirt  
All other logos by January 31**

Logos should be native/vector art to ensure quality reproduction.