

PENGUIN PLUNGE

GET INVOLVED

Special Olympics
Connecticut



Middletown
Feb 24

New London
Mar 3

Brookfield
Mar 23

Tolland
Mar 30

Fairfield
Apr 6

Monroe
Apr 13

Virtual / DIY
Now - Apr 30

GET INVOLVED

Take the Plunge

- Plunge as an individual or a team
- Earn exciting incentive prizes as you reach fundraising goals
- Receive sponsorship benefits for your Corporate Team!

Support a Penguin

- Help a Penguin or team reach their fundraising goals

Become a Sponsor

ABOUT THE PENGUIN PLUNGE

Take the plunge into icy waters to support more than 10,000 athletes of all abilities who participate in the sports training and competitions Special Olympics Connecticut offers year-round. All are invited to participate in the Plunge, including individuals, friends and families, and teams representing schools, businesses, organizations and clubs.

To join in the fun, participants must be at least 8 years old and need to raise a minimum of \$100. In addition to the awards for top fundraisers and best costume, participants receive incentive prizes for their fundraising efforts. Spectators are welcome.

We are now offering both in-person & virtual Penguin Plunge events!

Register now: www.soct.org/plunge

SPONSORSHIP OPPORTUNITIES



SPONSORSHIP BENEFITS AT ONE PLUNGE LOCATION

ALL
PLUNGES

| | Supporting \$500+ | Bronze \$1,000+ | Silver \$2,500+ | Gold \$5,000+ | Platinum \$7,500+ |
|---|----------------------|--------------------|--------------------|------------------|----------------------|
| Banner Display | 1 | 1 | 2 | 3 | 1 at each location |
| Inclusion on event sponsor board | X | X | X | X | X |
| Display Area | | X | X | X | X |
| Volunteer Opportunities | | | X | X | X |
| Speaking Opportunities | | | X | X | X |
| Exclusive ownership of select plunge property at each location (ie. changing rooms, registration area, warming zone, etc) | | | | X | X |
| Inclusion in press release | X | X | X | X | X |
| Inclusion on Penguin Plunge event web page | Text Listing | Logo & Link | Logo & Link | Logo & Link | Logo & Link |
| Inclusion in any tv, print, radio, and web advertisements | | X | X | X | X |
| Inclusion in SOCT E-Newsletter | | X | X | X | X |
| Listing in SOCT Annual Report | | X | X | X | X |
| Inclusion on all promotional materials | | | X | X | X |