

# PENGUIN PLUNGE

GET INVOLVED

Special Olympics  
Connecticut



**Middletown**  
Feb 25

**New London**  
Mar 5

**Brookfield**  
Mar 18

**Tolland**  
Mar 25

**Monroe**  
April 1

**Fairfield**  
April 8

**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 12,000 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 will be offering both in-person & virtual Penguin Plunge options in 2023!

Register now: [www.soct.org/plunge](http://www.soct.org/plunge)

# PENGUIN PLUNGE

## SPONSORSHIP OPPORTUNITIES

**Special Olympics**  
Connecticut



### Platinum - \$7,500+

- Host pre or post-plunge event
- Speaking Opportunities
- Exclusive ownership of select plunge property at each plunge location
- Display area and/or product distribution or giveaways
- Volunteer opportunities
- Inclusion on event sponsor board
- 1 Banner (3' x 5') at each plunge location
- Logo inclusion on event t-shirts
- Inclusion in social media ad campaign
- Sponsor designation in all event promotional materials
- Inclusion in any television, print and radio advertisements
- Inclusion in all event press releases
- Inclusion on Penguin Plunge page at [www.SOCT.org](http://www.SOCT.org)
- Inclusion in SOCT e-newsletter
- Listing in SOCT Annual Report

### Gold - \$5,000+

- All Silver sponsor benefits
- Host pre or post-plunge event
- 3 banners (3' x 5')
- Inclusion in social media ad campaign

### Silver - \$2,500+

- All Bronze sponsor benefits
- Speaking opportunities
- 2 banners (3' x 5')
- Exclusive ownership of select plunge property
- Sponsor designation in all event promotional materials

### Bronze - \$1,000+

- All Supporting sponsor benefits
- Display area and/or product distribution/giveaway
- Volunteer opportunities
- Inclusion in any television, print and radio advertisements
- Logo inclusion on Penguin Plunge page at [www.SOCT.org](http://www.SOCT.org)
- Inclusion in SOCT e-newsletter
- Listing in SOCT Annual Report

### Supporting - \$500+

- Inclusion on event sponsor board at designated level
- 1 banner (3' x 5')
- Logo inclusion on event t-shirts
- Inclusion in all event press releases
- Text listing on Penguin Plunge page at [www.SOCT.org](http://www.SOCT.org)

### T-shirt Sponsor - \$100+

- Logo inclusion or text listing on event t-shirts

#### NEED MORE INFO?

For more event details or information about becoming an event sponsor contact [jackiet@soct.org](mailto:jackiet@soct.org) or call (203) 230-1201 x265

**Register now: [www.soct.org/plunge](http://www.soct.org/plunge)**