

PENGUIN PLUNGE

GET INVOLVED



**PENGUIN
PLUNGE**



Westbrook
Nov 16, 2025

Middletown
Feb 28, 2026

Groton
Mar 1, 2026

Brookfield
Mar 21, 2026

Monroe
Mar 28, 2026

Tolland
Mar 28, 2026

Fairfield
Apr 11, 2026

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 nearly 14,000 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 register online at www.soct.org/plunge. Walk up registrations will be accepted, but online registrations are encouraged.

In addition to the awards for top fundraisers and best costume, participants receive incentive prizes for their fundraising efforts. Raise \$150 and receive an exclusive Penguin Plunge sweatshirt! Spectators are welcome at all Penguin Plunge events!

Register now: www.soct.org/plunge

#PenguinPlungeSOCT



SPONSORSHIP OPPORTUNITIES



SPONSORSHIP BENEFITS AT ONE PLUNGE LOCATION

ALL PLUNGES

	Supporting \$250+	Bronze \$500+	Silver \$1,000+	Gold \$2,500+	Platinum \$5,000+
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

NEED MORE INFO?

For more event details or information about becoming an event sponsor, contact plunge@soct.org or call (203) 230-1201

PENGUIN PLUNGE

SPONSORSHIP OPPORTUNITIES



Platinum - \$5,000+

- 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
- Inclusion in SOCT e-newsletter
- Listing in SOCT Annual Report

Gold - \$2,500+

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

Silver - \$1,000+

- 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 - \$500+

- 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
- Inclusion in SOCT e-newsletter
- Listing in SOCT Annual Report

Supporting - \$250+

- 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

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