PARTNERSHIP OPPORTUNITIES
Polar Plunge is your chance to step out of your comfort zone by jumping into an unforgettable experience that directly impacts the lives of Special Olympics Oregon Athletes.

By participating you provide 5,000+ Special Olympics Oregon Athletes access to sports, activities, and community.

Feb 11  Central Oregon - Bend
Feb 18  Mid-Valley - Corvallis
Track Town - Eugene
March 4  State Capital - Salem
Southern Oregon - Medford
March 10-11  Rose City - Portland
+Super Plunge & Executive Challenge
BRANDING
• Logo lockup used throughout the campaign
• Event referred to as "Polar Plunge, Presented by..."
• Live mentions during events
• Two 16-foot sail flags at stage for each event

MEDIA + PROMOTIONS
• Digital, print, and on-air advertising
• Highlight in Q1 2023 SOOR newsletter
• Partnership story on LinkedIn

EVENT MARKETING
• Opportunity for exclusive brand activation, product integration and booth space at each Polar Plunge
• Logo on all Plunger communications, platforms, and resources
• Acknowledgement in all media interviews for Polar Plunge

EVENT PARTICIPATION + EMPLOYEE ENGAGEMENT
• Highlight of employee fundraising on SOOR social media
• Exclusive volunteer opportunities for employees
• Plunge Team acknowledgment at event
• Employee pep rally with SOOR athletes at Partner HQ
STATEWIDE SUPPORTING PARTNER

BRANDING
- Prominent logo placement on statewide Plunge t-shirts
- Live mentions during events
- One 16-foot sail flag at stage for each event

MEDIA + PROMOTIONS
- Highlight in Q1 2023 SOOR newsletter
- Digital, print, and on-air advertising
- Partnership story on LinkedIn

EVENT MARKETING
- Opportunity for brand activation and booth space at each Polar Plunge
- Logo on all Plunger communications and platforms
- Acknowledgement in all media interviews for Polar Plunge

EVENT PARTICIPATION + EMPLOYEE ENGAGEMENT
- Highlight of employee fundraising on SOOR social media
- Volunteer opportunities for employees
- Plunge Team acknowledgment at event
POLAR PLUNGE SPONSORSHIPS

POLAR PLUNGE PLATINUM PARTNER
Includes all benefits of the Gold Partner, plus:
- Two 8-foot sail flags at local market event
- Live event coverage on SOOR social media & stories
- Opportunity for brand activation and product integration
- Partner team highlight on SOOR social media
- Partnership story on LinkedIn

POLAR PLUNGE GOLD PARTNER
Includes all benefits of the Silver Partner, plus:
- Use of SOOR logo on website or materials
- Logo on statewide Plunge website
- Promotion (pre-event) on SOOR social media & stories

POLAR PLUNGE SILVER PARTNER
Includes all benefits of the Bronze Partner, plus:
- Logo included on 2023 Polar Plunge t-shirt
- Logo included on event day signs
- Opportunity to participate in Plunge giveaway items (swag, promotional items, discount offers)

POLAR PLUNGE BRONZE SPONSOR
- Name listed on 2023 Polar Plunge t-shirt
- Booth at single market Polar Plunge
- Volunteer opportunities for employees
SUPER PLUNGE PRESENTING PARTNER

**BRANDING + EXPOSURE**
- Logo included on 2023 Polar Plunge t-shirt
- Two 8-foot sail flags at Portland Plunge
- Logo lockup for Super Plunge
- Highlight in Q1 2023 SOOR newsletter
- Banner inside the Super Plunge tent as backdrop for photos and social media content
- Super Plunge costumes will be partner-themed for one Plunge

**EVENT MARKETING**
- Opportunity for brand activation, product integration and booth space at Portland Plunge
- Opportunity to provide swag in Super Plunger registration bags
- Live mentions during event
- Logo on registration website for Super Plunge
- Partnership story on LinkedIn

**EVENT PARTICIPATION + EMPLOYEE ENGAGEMENT**
- Highlight of employee fundraising on SOOR social media
- Volunteer opportunities for employees
- Plunge Team acknowledgment at event
EVENT MERCHANDISE

T-Shirt
$50

Towel
$250

Hoodie
$500

*Designs may differ from mockup
Unified Soccer League Matches took place between 23 Regional tournament teams.

Schools participated in the Unified Champion Schools program.

Teachers were trained in Unified Champion School activities.

Athletes participated in the Unified Soccer Season and Unified Soccer Clinics with 211 Partners.

People participated in the Nike Youth Games with 579 volunteers.

Students and teachers from 43 schools attended 6 Youth Summit events.

Athletes and Unified partners trained and competed in aquatics, bowling, soccer and volleyball.

Unified Partners and athletes participated in the Oregon Unified Champion Schools program.

Students heard the impact Unified sports had on their school communities through all school assemblies.

“No other organization has done more to promote inclusion, confidence and success for children and adults with intellectual disabilities, and that’s why we are passionate supporters of Special Olympics Oregon.”

Aaron Goff, Clackamas Federal Credit Union
Special Olympics is unique in offering Olympic-style training and competition that brings people with ID together to learn and enhance their physical health, sociability, and skills of everyday living. Our programs are designed to empower people with intellectual disabilities to lead healthier lives, create meaningful relationships, and experience joy and accomplishment through sport.

Your SUPPORT matters!

**WHAT DOES IT TAKE TO KEEP 5,000+ OREGON ATHLETES ACTIVE IN SPORTS EACH YEAR?**

- **[$1,000,000] 14 SPORTS DURING SUMMER, FALL + WINTER SEASONS**
  30 county-based Local Programs offer training in 14 sports, with most culminating in Regional Competitions and a return to State Games.

- **[$500,000] UNIFIED CHAMPION SCHOOLS**
  Unified sports and leadership, all-school assemblies, teacher training, student summits, Unified Exchange matches, Respect and Inclusion campaigns in 150 schools

- **[$300,000] 2022 FALL RETURN TO ACTIVITIES**
  Local Programs across the state are returning to in-person sports training and activities in athletics, bocce, soccer skills, hiking clubs and more.

- **[$50,000] SOOR ACTIVE**
  Daily virtual fitness, health and social activities for 1,200+ members

- **[$50,000] ESPORTS LEAGUE PRESENTED BY PLAYSTATION**
  eSports community with weekly practices and competitions
Freeze THE DAY