



MSP POLAR BEAR PLUNGE

RESTAURANT OPTIONS

The Polar Bear Plunge is part of Maryland's history. For the past 26 years, thousands of plungers have jumped into the icy waters of the Chesapeake Bay all in support of Special Olympics Maryland. Your dedication to our 4,340 athletes is impactful and has created countless inclusion experiences across the state of Maryland. Help us reach our goal of \$3.5 million this year and have your business support Plunge efforts!

ON-SITE PLUNGE

Host your own on-site Plunge to drive business

- Donations on-site to Plunge and support their team
- Sign up patrons and staff to join your team
- Host an on-site Plunge day
- All plungers will sign up and raise \$100 and be mailed a sweatshirt once they raise that money
- [See example on-site Plunge here!](#)



CREATE A PLUNGE TEAM

Sign up patrons to join your team for either Friday, February 3rd or Saturday, February 4th

Suggested timeline of day:

- Invite your team to come for brunch
- Then head out to Sandy Point State Park as a team (either in vehicles or bus)
- Pick your Plunge Time (Plunge times: 3:30 PM on Friday or 11 AM, 1 PM or 3 PM on Saturday)
- Return to your establishment and have them stay for happy hour/dinner

IN-STORE ACTIVATION

- Tip line on bill
- Give Back Nights
- Plunge specialty drink or meal where proceeds support SOMD
- Donation boxes on-site