JAN 22ND - JAN 30TH

WWW.PLUNGEMD.COM

SPONSORSHIP OPPORTUNITIES

Become part of the Maryland tradition that raises over $4,500,000 annually to benefit the athletes of Special Olympics Maryland. Through partnership, your organization can invest in a world of opportunity and help lead the charge for inclusion of our family, friends, and neighbors with intellectual disabilities. Special Olympics Maryland seeks to forge mutually beneficial partnerships by understanding the business objectives and priorities of prospective partners, specifically in the areas of corporate social responsibility, team building, brand building, and business development.

- **All proceeds benefit Special Olympics Maryland athletes and Unified teammates**
- **The MSP Polar Bear Plunge is the largest plunge in the world**
- **The Plunge spans a week and draws in over 15,000 participants**

Plunge Sponsor Benefit	$30,000	$20,000	$7,500
WBAL TV 11 Commercial Tags as Official Sponsor of MSP Polar Bear Plunge with logo and voiceover - minimum of 25	🐾		
98 Rock & 1090 Radio Commercial Voiceover Tags as Official Sponsor of the MSP Polar Bear Plunge - minimum of 25	🐾		
Company profile and leadership testimonial on SOMD website with a hyperlink	🐾		
Five co-branded signs (your logo and SOMD logo) throughout park	🐾	🐾	
Logo recognition on plungemd.com	🐾	🐾	
Logo on the back of the iconic Plunge sweatshirt (15,000 individuals)	🐾	🐾	
Logo on 6 main event banners	🐾	🐾	
Plunge Perk e-incentive included in Beary Bulletin and Plunge Perk Pack Flyer	🐾	🐾	
Social media recognition on Plunge (all platforms)	🐾	🐾	🐾
Logo on Videoboard in Ram Head Ice Lodge tent	🐾	🐾	🐾

Check out the rest of the benefits! →

Interested in event sponsorship? Contact Sharon Perfetti at sperfetti@somd.org for more information.

	$30,000	$20,000	$7,500
Opportunity to provide branded marketing item for plunge cinch saks given to first 10,000 plungers	🐾	🐾	🐾
Plunge Hospitality Passes for Maryland Plunge	24	10	4
Parking passes for Maryland (Saturday)	8	5	1
Option to include Vendor Tent package for $5,000	🐾	🐾	
Vendor Tent - 10' by 10' heated tent with table and chairs			🐾

Year Round Sponsor Benefit			
Recognition on Special Olympics Maryland's Social media (all platforms)	🐾	🐾	
Year-round Logo recognition on somd.org	🐾	🐾	
One co-branded signs (your logo and SOMD logo) at each Summer Games venue - total of five	🐾	🐾	
Logo in sponsor scrolls at Summer Games Opening Ceremony and Track & Field video board	🐾	🐾	
Logo on back of 3,000 Volunteer T-shirts used in year round competitions and events	🐾	🐾	
Logo on back of 15,000 Law Enforcement Torch Run t-shirts	🐾	🐾	

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