



Special Olympics Indiana Partnership Proposal

Prepared for:



POLAR PLUNGE

to benefit Special Olympics Indiana

Special Olympics
Indiana



DATE: Saturday in February 2020

FIRST HELD: 2000 in Indianapolis

AMOUNT RAISED: \$845,000+

NUMBER OF PLUNGERS: 3,000+

NUMBER OF VOLUNTEERS/SPECTATORS: 5,000+

LOCATION:

Bloomington, Boonville, Borden, Fort Wayne, Greenwood, Indianapolis (2), Kokomo, Liberty, Muncie, Petersburg, South Bend, Terre Haute, Valparaiso, Versailles, Warsaw, and West Lafayette

HIGHLIGHTS:

The Polar Plunge is the signature Special Olympics Indiana fundraiser. Since its inception, Hoosiers have raised more than \$6.1 million making the Polar Plunge the largest fundraising event benefiting Special Olympics in the state. Individuals and groups jump into the frigid and icy waters of Indiana, soliciting donations from family and friends – often dressing up to make this “bucket list” activity as memorable as possible.

Sponsorship Level

Champion (Presenting)	\$50,000
Gold	\$20,000
Silver	\$10,000
Bronze	\$5,000
Blue Ribbon	\$2,500
Supporting	\$250 - \$1,000

ABOUT US

Special Olympics
Indiana



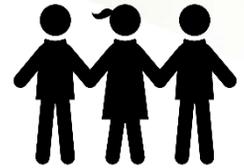
16,134
ATHLETES



2,945
COMPETITIONS
8.1 COMPETITIONS / DAY



12,700
VOLUNTEERS
& COACHES



74
COUNTY
PROGRAMS



502
ATHLETE
LEADERS



3,539
ATHLETE HEALTH
SCREENINGS



1,004
UNIFIED FITNESS
CLUB MEMBERS



132
UNIFIED CHAMPION
SCHOOLS

Special Olympics Indiana is a not-for-profit 501c3 organization that provides year-round sports training and athletic competition in more than 20 Olympic-type sports for children and adults with intellectual disabilities, reaching more than 16,000 athletes across Indiana. Special Olympics Indiana is part of the international network of accredited Special Olympics Programs that reaches more than 4 million athletes with intellectual disabilities worldwide.

Within SO Indiana, our focus is the growth of our year-round programs so that we can better serve our existing athletes and reach out to those athletes who have not yet had an opportunity to participate locally in Special Olympics. With the unifying power of sports at its core, SO Indiana has grown to be a movement not about “them,” but about all of “us.” We are a movement that invites the world to think, feel and act differently about everything. We believe in creating more unified communities—places where each person regardless of ability or disability, is accepted, respected and welcomed, and where each individual contributes to the strength and vibrancy of the whole.

Founded in 1969, Special Olympics Indiana provides a wide variety of opportunities for individuals with all levels of intellectual disabilities across all age ranges. SO Indiana is one of more than 50 Special Olympics affiliates in North America. Over the past 50 years, the organization has grown steadily to now include more than 16,000 athletes, more than 10,000 volunteers and nearly 16 full-time staff.

Our goal is to empower people with intellectual disabilities to realize their full potential and develop their skills through year-round sports training and competition. As a result, Special Olympics athletes become fulfilled and productive members of their families and the communities in which they live.

For more information about Special Olympics Indiana, call (800) 742-0612.



SO Indiana Sponsorships

CHAMPION

GOLD

SILVER

BRONZE

**BLUE
RIBBON**

\$50,000+

\$20,000+

\$10,000+

\$5,000+

\$2,500+

A strategic partnership with Special Olympics offers a unique branding opportunity for your organization. By developing a sponsorship plan with Special Olympics; your company or organization will be able to extend its reach to diverse local communities signifying a real commitment to the winning spirit that embodies Special Olympics. Financial and voluntary support from corporate and civic partners is real and tangible evidence of a commitment to social responsibility.

Each Special Olympics Indiana Sponsor receives a unique set of benefits designed to provide positive public awareness, opportunities for community involvement, and team building. Benefits available to all Special Olympics Indiana sponsors include: 1) recognition on SO Indiana website, annual report, and at events, 2) Opportunity for employee volunteerism with Special Olympics Indiana, 3) Opportunity to have company representative present awards at SO event, 4) Opportunity for Special Olympics Indiana presentation at company meeting, and 5) Opportunity to provide sample of product or information at event.

SPONSOR GUIDELINES

1. Sponsorships are detailed in a written agreement with a unique set of benefits determined by the scale of the sponsorship
2. Sponsorships may be for one or more years, with special pricing available for multiple-year sponsorships
3. Employee fundraising may be included in the value of a sponsorship
4. In-kind (budget relieving) donations may be included in the value of a sponsorship
5. Sponsors retain the right of first refusal to continue the relationship for 90 days at expiration of an agreement
6. Funds contributed for partnerships are payable to Special Olympics Indiana, a 501c3 organization, and are considered for use in the general fund of the organization

POLAR PLUNGE

Sponsor Agreement, Supporting

Special Olympics
Indiana



Supporting Sponsors donate at least \$250 to help Special Olympics and have visibility at one location of the Polar Plunges.



BENEFITS

In partnering with Special Olympics Indiana...

1. Recognition as a sponsor at your selected Plunge.
2. Opportunity for one complementary plunger (value \$75) for each \$250 contributed through the sponsorship. Additional participants may be arranged at prevailing rates.
3. Opportunities to host an activity at After Splash Bash, and other benefits as agreed by both organizations

LOCATION

- | | | | |
|--------------------------------------|--|--------------------------------------|---|
| <input type="checkbox"/> Bloomington | <input type="checkbox"/> Fort Wayne | <input type="checkbox"/> Petersburg | <input type="checkbox"/> Versailles |
| <input type="checkbox"/> Boonville | <input type="checkbox"/> Indianapolis, Butler U | <input type="checkbox"/> South Bend | <input type="checkbox"/> Warsaw |
| <input type="checkbox"/> Borden | <input type="checkbox"/> Indianapolis, Eagle Creek | <input type="checkbox"/> Terre Haute | <input type="checkbox"/> West Lafayette |
| <input type="checkbox"/> Greenwood | <input type="checkbox"/> Muncie | <input type="checkbox"/> Valparaiso | |

TERMS

- Financial commitment: \$1,000 \$500 \$250
- **Sponsorships are confirmed upon receipt of this form.** Please make your checks payable to Special Olympics Indiana and mail to the address below. To be eligible for all listed benefits, your commitment must be received by November 1.
- Funds contributed for partnerships are payable to Special Olympics Indiana, a 501c3 organization and are considered for use in the general fund of the organization.
- Time period: through April 1.

PAYMENT METHOD

- Check attached (payable to Special Olympics Indiana)
- Please invoice our company and we will pay in 30 days.

Authorized Sponsor Signature

Special Olympics Indiana

Company

Date

Address