

POLAR PLUNGE



Join the Plunge!

Support Special Olympics Northern California at the 2026 Polar Plunge, our signature fundraising event. With fun locations throughout Northern California, the Polar Plunge is more than just a quick dip—it's a chilly challenge and a celebration of inclusion. Proceeds help athletes participate in year-round sports and inclusive programming at **no cost**. Join thousands of other brave Plungers and make a splash for local athletes.

Visit PlungeCA.org to get involved!

Tuolumne County - [February 21](#)

Stanislaus County - [February 22](#)

Lake County - [February 28](#)

San Mateo - [February 28](#)

Trinity County - [February 28](#)

Fort Bragg - [March 7](#)

Sacramento - [March 7](#)

Santa Cruz - [March 7](#)

Sonoma County - [March 7](#)

Siskiyou County - [March 14](#)

Shasta County - [March 15](#)

Bay Area - [March 21](#)

Fresno - [March 21](#)

Special Olympics NorCal's Impact



877

Athletes supported for an entire year from 2025 Plunge funds



28,000+
Athletes

23,000+
Volunteers

\$1.3 M

Raised in the last two years



29,000+
Social media following



\$500
Provides 1 athlete FREE access to our program opportunities for a year

80,000+
Email subscribers

15,000+
Visits to SONC.org per month

85¢ of every dollar
Goes directly back to athlete programs



PRESENTING

\$25,000 (1 available)

ALL Gold level sponsorship benefits +Recognition as Polar Plunge Presenting Sponsor **across all locations**

Company recognition featured on Special Olympics NorCal Polar Plunge webpage, participant and volunteer registration pages (approximately 12 webpages)

Recognition on pre-promotional materials distributed throughout Northern California

Logo integration into promotional video end-card

Complimentary Plunge spots with first-tier incentives for ten (10) total participants

Opportunity for volunteer teambuilding (priority choice for timeslot)

Co-branded social media graphic for your company's promotional use

Gold

\$10,000

Silver

\$7,500

Bronze

\$5,000

ALL Silver level sponsorship benefits +

Remarks from company representative during the Opening Ceremony

Day-of social media promotion

Complimentary Plunge spots with first-tier incentives for eight (8) total participants

Complimentary parking passes for four (4) total participants

ALL Bronze level sponsorship benefits +Company logo on the back of Polar Plunge shirt distributed to **all Plunge locations**

Pre-event social media promotion

Opportunity to have a Special Olympics NorCal Athlete speak to your company

Complimentary Plunge spots with first-tier incentives for six (6) total participants

ALL Community level sponsorship benefits +

Logo inclusion on day-of event banner at the Plunge location of choice

Vendor tent at event with the opportunity to distribute branded items

Complimentary Plunge spots with first-tier incentives for four (4) total participants

'Thank You' message from Special Olympics NorCal athlete

Community

\$2,500

Lunch

\$3,500 (1 available)

Sponsorship benefits

Company logo included in event emails

Verbal recognition during the event

Clickable company logo placement on event website

Gift from Special Olympics NorCal athlete

Post-event social media promotion

Sponsorship benefits

Acknowledgment on signage in the food service and lunch area

Company logo included in event emails

Clickable company logo placement on event website

Post-event social media promotion

Verbal recognition during the event

Complimentary Plunge spots with first-tier incentives for two (2) total participants

Gift from Special Olympics NorCal athlete

POLAR PLUNGE

Thank You for Your Support



CONTACT INFORMATION

Name: _____ Company Name: _____

Email: _____ Phone: _____

Social media handle/Company website: _____

Plunge Location: _____

COMMITMENT LEVEL

- Presenting Sponsor (\$25,000)**
- Gold Sponsor (\$10,000)**
- Silver Sponsor (\$7,500)**

- Bronze Sponsor (\$5,000)**
- Community Supporter (\$2,500)**
- Lunch Sponsor (\$3,500)**

PAYMENT METHOD

Send me a link to a digital invoice to pay by **credit card**. Email: _____

Pay via **check** made out to: Special Olympics Northern California

Pay via **ACH**: Bank Information: _____

Routing: _____ Account Number: _____

Authorized Signature: _____ Date: _____

To secure your commitment, please email this form to:

Katie Ostrom | KatieO@sonc.org

Mail any checks to:

Special Olympics Northern California

Attn: Plunge Sponsor

3480 Buskirk Ave., Suite 340, Pleasant Hill, CA 94523

**For more information, including *volunteer* opportunities,
please contact:**

Katie Ostrom | KatieO@sonc.org

Please submit logos by December 19 for back of the shirt

All other logos by January 30

Logos should be native/vector art to ensure quality production.