

# POLAR PLUNGE



## Join the 2026 South Tahoe Polar Plunge!

Camp Richardson Resort  
**December 6**



This winter, support Special Olympics Northern California at one of our signature fundraising events, the 2026 Lake Tahoe Polar Plunge. It's 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 [p2p.onecause.com/tahoe](https://p2p.onecause.com/tahoe) to get involved!

## 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

**80,000+**

Email subscribers

**16,000+**

Visits to SONC.org per month



**\$500**

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

**85¢ of every dollar**

Goes directly back to athlete programs



# LAKE TAHOE POLAR PLUNGE Partnership Opportunities



## PRESENTING

\$15,000 (1 available)

### ALL Gold level sponsorship benefits +

Recognition as Polar Plunge Presenting Sponsor

Company recognition featured on Special Olympics NorCal Polar Plunge fundraising webpage

Recognition on pre-promotional materials distributed throughout Northern California

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

### ALL Bronze level sponsorship benefits +

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 (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 logistics emails

Post-event social media promotion

Verbal recognition during the event

Gift from Special Olympics NorCal athlete

### Sponsorship benefits

Acknowledgment on signage in the food service and lunch area

Company logo included in event logistics emails

Company recognition featured on Special Olympics NorCal Polar Plunge fundraising webpage

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

LAKE TAHOE 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 (\$15,000)

Bronze Sponsor (\$5,000)

Gold Sponsor (\$10,000)

Community Supporter (\$2,500)

Silver Sponsor (\$7,500)

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:**

Kayla Irlbeck | [kylai@sonc.org](mailto:kylai@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:**

Kayla Irlbeck | [kylai@sonc.org](mailto:kylai@sonc.org)

**Please submit vector logos by Oct. 25 for the back of the shirt,  
and all other logos by Nov. 8<sup>th</sup>.**

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