



Join the Plunge!

This December, join us in style at the 2026 Lake Tahoe Polar Plunge, the official launch of our Polar Plunge season! Set against the breathtaking, snowy backdrop of South Lake Tahoe, this signature event will kick off a series of plunges taking place from December through March. It's more than an icy dip - it's a bold celebration of inclusion, courage, and community. Every splash enables free, year-round sports, health, and leadership opportunities for Special Olympics NorCal Athletes. Make an impact and do something special with us as we make waves where it matters most.

Visit PlungeCA.org to get involved!

South Lake Tahoe - [December 6, 2026](#)

Stanislaus County - [February 21, 2027](#)

Lake County - [February 27, 2027](#)

Santa Cruz - [February 27, 2027](#)

Trinity County - [February 27, 2027](#)

Tuolumne County - [February 27, 2027](#)

Fort Bragg - [March 6, 2027](#)

Sacramento - [March 6, 2027](#)

San Mateo - [March 6, 2027](#)

Shasta County - [March 6, 2027](#)

Siskiyou County - [March 6, 2027](#)

Sonoma County - [March 6, 2027](#)

Bay Area - [March 20, 2027](#)

Fresno - [March 20, 2027](#)

IMPACT



877
Athletes supported for an entire year from 2025 Plunge funds

\$1.3 M
Raised in the last two years

WHO WE ARE



39K+
Program Participants

23K+
Volunteers



590+
Schools in Partnerships

REACH



29K+
Social Media Footprint

80K+
Email Subscribers



16K+
Website Visits per month



\$500
Provides 1 athlete FREE access to programs for a year



85¢
of every dollar goes directly back to mission-based 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 (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

Verbal recognition during the event

Company logo included in event emails

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

Clickable company logo placement on event website

Gift from Special Olympics NorCal athlete

Post-event social media promotion

Customizable sponsorship packages are available.

CONTACT INFORMATION

Name: _____ Company Name: _____

Email: _____ Phone: _____

Social media handle/Company website: _____

Plunge Location: _____

COMMITMENT LEVEL☐ Presenting Sponsor (\$25,000)☐ 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 CaliforniaPay 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 October 12 for the shirt first run****Please submit logos by January 29 for the shirt second run**

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