

# THE POLAR PLUNGE

## ABOUT

The Polar Plunge is an annual fundraiser presented by South Dakota Law Enforcement as part of the year-round Law Enforcement Torch Run events to benefit Special Olympics. Polar Plunges offer a unique opportunity for individuals, organizations, and businesses to support Special Olympics South Dakota athletes by raising money and jumping into frigid waters.

## HOW IT WORKS

Participants raise a minimum of \$100 and take a dip into the frigid waters at one of our event locations.

## TOO CHICKEN?

You can still participate in all the fun! Simply register as "Too Chicken To Plunge" and get donations just like a regular Plunger. You will still get a shirt and incentive, just don't have to jump into the water.



# OUR CONTACT INFORMATION



**Special  
Olympics**  
South Dakota



## MAIL CHECKS TO:

**SPECIAL OLYMPICS SOUTH DAKOTA  
ATTN: SIOUX FALLS POLAR PLUNGE  
800 E I-90 LANE  
SIOUX FALLS, SD 57104**



**SIOUX FALLS**



**THURSDAY,  
JANUARY 18**



**WWW.SOSD.ORG**



## LAW ENFORCEMENT TORCH RUN FOR SPECIAL OLYMPICS

The Law Enforcement Torch Run (LETR) began in 1981 when Wichita, Kansas Police Chief Richard LaMunyon saw an urgent need to raise funds for and increase awareness of Special Olympics. The Law Enforcement Torch Run is the movement's largest grassroots fundraiser and public awareness vehicle.

At its most basic level, the Torch Run is an actual running event in which officers and athletes run the "Flame of Hope" to the Opening Ceremonies of a local Special Olympics competitions, State Games, and National Summer or Winter Games.

At its most fully developed, the Torch Run initiative encompasses a variety of fundraising vehicles in addition to the Torch Run itself, such as t-shirt or merchandise sales, donations, or pledges for runners in the Torch Run, corporate donations, special events such as Polar Plunges, Truck Convoys, or other events that have local appeal.

# SPONSORSHIP OPPORTUNITIES

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| <p><b>\$10,000+</b></p> <p><b>*Must be confirmed by</b></p> <p><b>January 8, 2024 to get on the front of shirt</b></p> | <p><b>Large</b> company logo on <u>front</u> of <b>ALL</b> Polar Plunge shirts statewide.</p> <p>Personal banner at <b>ALL</b> Plunge locations AND State SOSD Competitions.</p> <p>Company logo on <b>ALL</b> Plunge advertising, including posters, brochures, etc.</p> <p>Company logo and link to website on <a href="http://plungesd.org">plungesd.org</a> website.</p> <p>Verbal recognition at <b>ALL</b> Plunge locations.</p> |
| <p><b>\$5,000</b></p> <p><b>*Must be confirmed by</b></p> <p><b>January 8, 2024 to get on the front of shirt</b></p>   | <p><b>Medium</b> company logo on <u>front</u> of <b>ALL</b> Polar Plunge shirts statewide.</p> <p>Personal banner at <b>ALL</b> Plunge locations.</p> <p>Company logo on <b>ALL</b> advertising, including posters, brochures, etc.</p> <p>Company logo and link on <a href="http://plungesd.org">plungesd.org</a> website.</p> <p>Verbal recognition at <b>ALL</b> Plunge locations.</p>  |
| <p><b>\$2,500</b></p> <p><b>*Must be confirmed a month before the event</b></p>  | <p><b>Large</b> Company logo on <u>back</u> of <b>ALL</b> Polar Plunge shirts.</p> <p>Personal banner at <b>ALL</b> Plunge locations.</p> <p>Verbal recognition at <b>ALL</b> Polar locations.</p>   |
| <p><b>\$1,000</b></p>  | <p><b>Small</b> Company logo on <u>back</u> of <b>local</b> Polar Plunge shirt.</p> <p>Personal banner at local Polar Plunge.</p>  |
| <p><b>\$500</b></p>  | <p>Company name on <u>back</u> of <b>local</b> Polar Plunge shirt.</p> <p>Verbal recognition at local Polar Plunge.</p>  |
| <p><b>\$250</b></p>  | <p>Company Name on <u>back</u> of <b>local</b> Polar Plunge shirt.</p>   |

# DONATE ONLINE/VENMO



## ONLINE



## venmo

# #PONYUPANDPLUNGE