



## ***2017 Sponsorship Proposal for the Law Enforcement Polar Plunge to benefit Special Olympics Iowa***

### ***Event Overview***

The Polar Plunge is a unique event that raises funds and awareness for Special Olympics Iowa. This event will take place Saturday, April 22 at Waterworks Park in Fairfield. Individuals from local law enforcement, schools, businesses and organizations will raise a minimum of \$75 and take the plunge in the lake for Special Olympics Iowa. Participants form teams and awards are presented to the Plunger who raises the most money, the Chicken who raises the most money, the individual with the best costume, and the team with the best costume. Individuals taking the plunge also receive a long sleeve t-shirt and a meal at the post party. Local Law Enforcement agencies along with community leaders organize this event for Special Olympics. Information will be distributed to the business community, civic groups, colleges, high schools, and middle schools.

All money raised at the Polar Plunge will directly benefit Special Olympics Iowa, allowing us to provide sports training and competition to nearly 13,000 individuals with intellectual disabilities throughout the State of Iowa.

### ***Sponsorship Commitment Level***

Special Olympics Iowa is always looking for potential sponsors of the Polar Plunge. Listed below are the different levels along with the benefits a company will receive. All donations are tax deductible.

### ***Recognition for Sponsors***

#### ***\$500 Sponsor***

- Corporate logo on brochures.
- Corporate logo on all Polar Plunge long sleeve shirts.
- Corporate logo on a banner at the Plunge.
- Recognition on Special Olympics Iowa's Polar Plunge web page.

#### ***\$250 Sponsor***

- Corporate listing on brochures.
- Corporate listing on all Polar Plunge long sleeve shirts.
- Corporate listing on a banner at the Plunge.
- Recognition on Special Olympics Iowa's Polar Plunge web page



Special Olympics Iowa has been serving the needs of children and adults with intellectual disabilities since 1968. The mission of Special Olympics Iowa is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for individuals with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

Special Olympics Iowa is a statewide non-profit organization that uses sports training and quality competition to provide people with intellectual disabilities the opportunity to participate in a larger society where they are accepted and respected. Special Olympics Iowa currently serves more than 13,000 athletes in all 99 counties in Iowa. Training and competition are offered in 23 different sports throughout the year.

In addition to the statewide games and tournaments offered to the athletes, Special Olympics Iowa offers additional specialized programs. Challenge Days are specially designed events using switch-activated equipment for athletes with the most severe and profound intellectual and physical disabilities. Unified Sports is the pairing of Special Olympics athletes and athletes without intellectual disabilities on the same team. The Athlete Leadership Program (ALPs) is designed to train athletes in literacy and speaking skills to enable the athletes to serve as public speakers, board members and other leadership roles in the community. Healthy Athletes is a screening program promoting greater overall health and fitness for the athletes. The Young Athlete Program is an introductory program offering play day activities and socialization skills for children with intellectual disabilities between the ages of three and seven.

Special Olympics Iowa is assisted annually by more than 15,000 volunteers throughout the State of Iowa. Two thousand of these volunteers serve as certified coaches for the various programs offered by Special Olympics Iowa.

**Special Olympics Iowa**

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