



# 2025 IOWA CITY & CEDAR RAPIDS POLAR PLUNGE® TO BENEFIT SPECIAL OLYMPICS IOWA

## Event Details

The Polar Plunge® is a signature fundraiser for Special Olympics where individuals raise funds and awareness by braving the cold and taking the plunge into icy waters! Individuals from local law enforcement, schools, businesses and organizations will raise a minimum of \$75 to participate. This event features a post party, where awards and prizes will be handed out as well. Registrants will receive a meal at the post-party and a long sleeve t-shirt.

All money raised at the Polar Plunge® will directly benefit Special Olympics Iowa, allowing us to provide sports training and competition, health education, and leadership training to more than 9,100 Special Olympics athletes and Unified partners.

This year's Iowa City + Cedar Rapids Polar Plunge® will take place on Saturday, March 8th at The Iowa Memorial Union - Hubbard Park. More information on this plunge at [www.soiaowa.org/polar-plunge](http://www.soiaowa.org/polar-plunge).

**Special  
Olympics**  
Iowa





# sponsorship opportunities

**\$2,500**

## title sponsor

- Designation as a Title Sponsor on all printed materials, marketing materials, event website, and press releases.
- Prominent positioning of corporate logo on all Polar Plunge® long sleeve shirts.
- Prominent positioning of corporate logo on signage at the Polar Plunge®.
- Opportunity to have a representative speak at the Polar Plunge®.
- Recognition in our Special Olympics newsletter (30,000 circulation).
- Registration for up to 20 plungers.

**\$1,000**

## gold sponsor

- Corporate logo on all printed materials, marketing materials, and event website.
- Prominent positioning of corporate logo on all Polar Plunge® long sleeve shirts.
- Prominent positioning of corporate logo on signage at the Polar Plunge®.
- Corporate listing on all press release materials.
- Registration for up to 10 plungers.

**\$500**

## silver sponsor

- Corporate logo on all printed materials, marketing materials, and event website.
- Corporate logo on all Polar Plunge® long sleeve shirts.
- Corporate logo on signage at the Polar Plunge®.
- Corporate listing on all press release materials.
- Registration for up to 5 plungers.

**\$250**

## bronze sponsor

- Corporate listing on all printed materials, marketing materials, and event website.
- Corporate listing on all Polar Plunge® long sleeve shirts.
- Corporate listing on signage at the Polar Plunge®.



**All donations to Special Olympics Iowa are tax deductible.**

# the impact of your support



**9,136**

ATHLETES,  
YOUNG ATHLETES &  
UNIFIED PARTNERS



#### FINANCIALS

**84¢**

OF EVERY DOLLAR  
DIRECTLY SUPPORTS  
ATHLETES

2023 OPERATING  
BUDGET **\$3,603,025**

#### VOLUNTEERS

**4,618**



#### COMPETITIONS YEAR-ROUND

**117**

COUNTIES  
REPRESENTED

**99**



#### UNIFIED PROGRAMMING

**52** PROGRAMS

**11,260**  
EXPERIENCES



#### UNIFIED CHAMPION SCHOOLS

**113** K - 12 SCHOOLS

**8**

COLLEGES &  
UNIVERSITIES



#### ATHLETE LEADERSHIP

**97** GLOBAL MESSENGERS

**37** HEALTH  
MESSENGERS



DELEGATIONS **327**



**Special  
Olympics**  
iowa



**LAW ENFORCEMENT  
TORCH RUN®**  
FOR SPECIAL OLYMPICS  
IOWA

special olympics iowa

551 SE Dovetail Rd

PO Box 620

Grimes, IA 50111

515.986.5520

[www.soioowa.org](http://www.soioowa.org)

# SPONSORSHIP REGISTRATION

**IOWA CITY + CEDAR RAPIDS POLAR PLUNGE**

**SATURDAY, MARCH 8, 2025**

**IOWA MEMORIAL UNION - HUBBARD PARK**

Company			
Contact Name			
Address			
City, State, Zip			
E-Mail		Phone	

**I would like to support the Iowa City + Cedar Rapids Polar Plunge as a:**

- ☐ Title Sponsor (\$2500)
- ☐ Gold Sponsor (\$1000)
- ☐ Silver Sponsor (\$500)
- ☐ Bronze Sponsor (\$250)
- ☐ Plunge Registrant or Chicken (\$75 minimum)
- ☐ Door Prize Sponsor - Please list items to be provided: \_\_\_\_\_
- ☐ Other Donation Amount: \_\_\_\_\_

Mail completed registration form and check payable to:

**Special Olympics Iowa**  
**Attn: Iowa City/Cedar Rapids Polar Plunge**  
**P.O. Box 620**  
**Grimes, IA 50111**

To pay by credit card, register online at [www.soioowa.org](http://www.soioowa.org)  
or call Special Olympics Iowa at 515-986-5520.

**QUESTIONS? CONTACT**

**Maddie Cory**

(515) 986-5520

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