



# 2024 Special Olympics New Hampshire *Sponsorship Opportunities*

**Special Olympics**  
New Hampshire





# PENGUIN PLUNGE

## 25TH ANNIVERSARY - FEBRUARY / STATEWIDE

The Penguin Plunge is a fundraising event that benefits Special Olympics New Hampshire featuring the High School Plunge (Saturday) and the Penguin Plunge (Sunday). Plungers raise funds to jump into the icy Atlantic Ocean water during the winter. The Penguin Plunge began in 2000 and has evolved over time to become what it is today. We also have a Do-It-Yourself option where Plungers receive an at home kit to take their Plunge in the location of their choosing.



Event	Date	Location	Fundraising Minimum	Estimated Participants	Estimated Spectators
High School Plunge	2/10/24	Hampton	\$250	600	2,000
Penguin Plunge	2/11/24	Hampton	\$400	850	5,000

### Event Host - \$10,000

#### One Sponsorship Available

- Hosted by naming rights
- WWS Recruitment & Engagement Mass Communication Emails
  - Announcement of partnership
  - Logo in event sponsor list
- Verbal recognition at event
- Unified Experience with SONH athletes - Bocce or Cornhole & BBQ
- Blog Post on SONH website
- Company name/logo with link on SONH website until 4/15/24
- Plaque
- Logo on sponsor scroll at event
- Mention with tag on social media (Facebook, instagram, X)



### Platinum - \$7,500

#### Three Sponsorships Available

- Naming rights of (Select One)
  - DIY Plunge
  - 25th Anniversary Plunge Party
- WWS Recruitment & Engagement Mass Communication Emails
  - Logo in event sponsor list
- Verbal recognition at event
- SONH athlete visit
- Blog Post on SONH website
- Company name/logo with link on SONH website until 4/15/24
- Plaque
- Logo on sponsor scroll at event
- Mention with tag on social media (Facebook, instagram, X)

### Gold - \$5,000

#### Five Sponsorships Available

- Naming rights of (Select One)
  - Costume Parade
  - Awards Ceremony
  - Plunge Party (Monster Mash)
  - Check-In
  - Lunch
- Blog Post on SONH website
- Company name/logo with link on SONH website until 4/15/24
- Plaque
- Logo on sponsor scroll at event
- Mention with tag on social media (Facebook, instagram, X)



### Silver - \$2,500

#### Unlimited Number Available

- Logo on sponsor scroll at event
- Company name on SONH website until 4/15/24
- Mention with tag on social media (Facebook, instagram, X)

**Secure Your Sponsorship Today, Contact Paul Staller - Director, Development**



[PaulS@sonh.org](mailto:PaulS@sonh.org)



(917) 583-9648



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





# WINNI DIP

## MARCH / STATEWIDE

Winni Dip Weekend is a series of fundraising events that benefit Special Olympics New Hampshire featuring the Middle School Dip, High School Dip (Friday), MEGA Dip (24 hours, Friday - Saturday), Law Enforcement Dip (Saturday) and closing out with the Winni Dip (Sunday). Dippers raise funds to jump into icy Lake Winnepesaukee during the winter. The Law Enforcement Winni Dip began in 2009 and has evolved over time to become what it is today. We also have a Do-It-Yourself option where Dippers receive an at home kit to take their Dip in the location of their choosing.

Event	Date	Location	Fundraising Minimum	Estimated Participants	Estimated Spectators
Middle/High School Dip	3/8/24	Laconia	\$100/\$250	325	300
Mega Dip	24 hours	Laconia	\$2,500	20	400
Law Enforcement Dip	3/9/24	Laconia	\$400	350	200
Winni Dip	3/10/24	Laconia	\$400	100	200



### Event Host - \$10,000

#### One Sponsorship Available

- Hosted by naming rights
- SONH Newsletter
  - Announcement of partnership
  - Logo in event sponsor list
- Verbal recognition at event
- Unified Experience with SONH athletes - Bocce or Cornhole & BBQ
- Blog Post on SONH website
- Company name/logo with link on SONH website until 4/15/24
- Plaque
- Logo on sponsor scroll at event
- Mention with tag on social media (Facebook, instagram, X)



### Platinum - \$5,000

#### Three Sponsorships Available

- Naming rights of (Select One)
  - DIY Dip
  - Starting Line
- Verbal recognition at event
- SONH athlete visit
- Blog Post on SONH website
- Company name/logo with link on SONH website until 4/15/24
- Plaque
- Logo on sponsor scroll at event
- Mention with tag on social media (Facebook, instagram, X)

### Gold - \$2,500

#### Four Sponsorships Available

- Naming rights of (Select One)
  - Costume Parade
  - Awards Ceremony
  - Check-In
  - Lunch
- Blog Post on SONH website
- Company name/logo with link on SONH website until 4/15/24
- Plaque
- Logo on sponsor scroll at event
- Mention with tag on social media (Facebook, instagram, X)



### Silver - \$1,000

#### Unlimited Number Available

- Logo on sponsor scroll at event
- Company name on SONH website until 4/15/24
- Mention with tag on social media (Facebook, instagram, X)

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# ABOUT SPECIAL OLYMPICS

## MISSION

*The mission of Special Olympics New Hampshire is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults 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.*



***Our vision is that sport will open hearts and minds towards people with intellectual disabilities and create inclusive communities throughout New Hampshire.***



***Let me win. But if I cannot win, let me be brave in the attempt.***

*Special Olympics Athlete Oath*

### ***Did you know?***

Special Olympics New Hampshire provides year-round sports training and athletic competition for 2,527 children and adults with intellectual disabilities throughout the Granite State which improves quality of life, empowers athletes, and builds inclusive communities.

***Be a part of it! Join us today!***

***Learn more at [www.SONH.org](http://www.SONH.org)***

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### Five Decades of Empowerment

The Special Olympics New Hampshire mission remains as vital today as it did when the movement was founded fifty five years ago. Special Olympics strives to create a better world by fostering the acceptance and inclusion of all people.

Through the power of sports, people with intellectual disabilities discover new strengths, abilities, skills and find success. Our athletes find joy, confidence and fulfillment — on the playing field and in life. They inspire their communities to open their hearts to a wider world of human talents and potential.

There are as many as 40,000 people with intellectual disabilities in New Hampshire and our goal is to reach out to every one of them, as well as their families. We do this through a wide range of trainings, competitions, health screenings and fundraising events. We also create opportunities for families, community members, local leaders, businesses, law enforcement, celebrities, dignitaries and others to band together to change attitudes and support athletes.

### IMPROVES QUALITY OF LIFE

**MYTH:** Special Olympics is all about fun.

**FACT:** SONH delivers high-quality training and competition in a culture that stresses athletic excellence, rewards determination, emphasizes health and celebrates personal achievement. 65% of parents feel that participation in SO has raised their expectations of their sons and daughters.

### EMPOWERS ATHLETES

**MYTH:** People with ID are not contributing members of the workforce.

**FACT:** A person with intellectual disabilities who has participated in Special Olympics is twice as likely to be employed as a person with intellectual disabilities who has not participated in Special Olympics.

### BUILDS INCLUSIVE COMMUNITIES

**MYTH:** People with ID are accepted as part of society.

**FACT:** Although inclusion, at least as a philosophy, has become broadly accepted, the full acceptance of individuals with intellectual disabilities has not yet been achieved. Individuals with intellectual disabilities often fall victim to bullying or social exclusion. In schools, for example, only 10% of students identify themselves as having a friend with an intellectual disability.

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# Special Olympics Research Overview



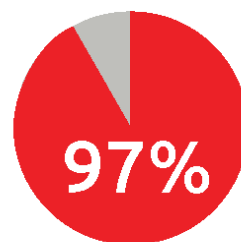
More than  
**5.7 million**  
Special Olympics  
athletes  
compete across  
**172**  
countries,  
averaging  
**298**  
competitions  
each day  
around  
the world.



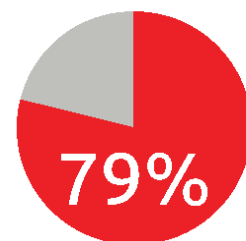
**94%** of Special Olympics athletes  
reported improved sports skills.



Children ages 2-7 experienced a  
**7 month gain**  
in motor skills after participation in an  
8-week Young Athletes program.



**97%**  
of high school  
seniors say that  
Unified Champion  
schools is changing  
their school for the  
better

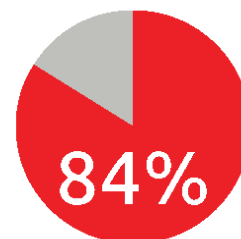


**79%**  
of Unified  
teammates  
without  
disabilities  
reported  
increased  
understanding of  
people with  
intellectual  
disabilities.



**65% of  
parents**

felt that participation in  
Special Olympics had raised  
their expectations of their  
sons and daughters.



**84%**  
of healthcare  
providers felt  
better prepared to  
treat people with  
intellectual  
disabilities.

Special Olympics'  
brand ranks highly in  
**familiarity  
and  
favorability  
ratings.**



**57%**

**Over half** of athletes' siblings in the United  
States felt that participation in Special Olympics brought  
their family closer together.



***Special Olympics***  
*New Hampshire*

