

SPONSORSHIP OPPORTUNITIES



Saturday, February 3, 2024
Seacliff Beach, Leamington ON

United Way/Centraide Windsor-Essex County's Polar Dip is a fun winter event that will have people chillin' for charity!

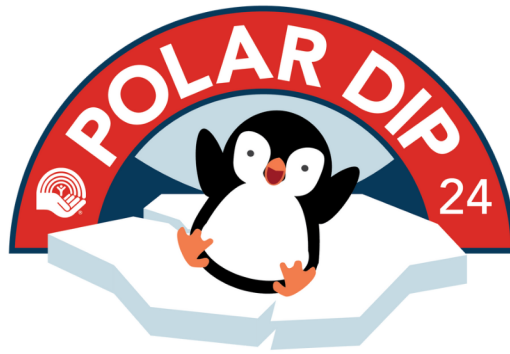
Participants will be challenged to raise funds and dip into frigid waters to support local kids in Windsor-Essex County. Support this good cause and be a part of this frosty event!



Together, we can help local kids find the path out of poverty.



**United Way
Centraide**
Windsor-Essex County



Dip Details

United Way's 2024 Polar Dip is a cool winter event that will have people freezin' for a reason!

Participants will be challenged to take the plunge into the frigid waters of Lake Erie from Seacliff Beach after raising funds to help local kids living in poverty in Windsor-Essex County.

Why join us as a sponsor of the Polar Dip?

- ❄ Increase your brand exposure through event promotion and on-site presence.
- ❄ Reach new customers by partnering with a new and exciting local event.
- ❄ Show the community it's important to you & your company to support kids in Windsor-Essex through a local event and charity.
- ❄ And more importantly, help local kids find the path out of poverty.

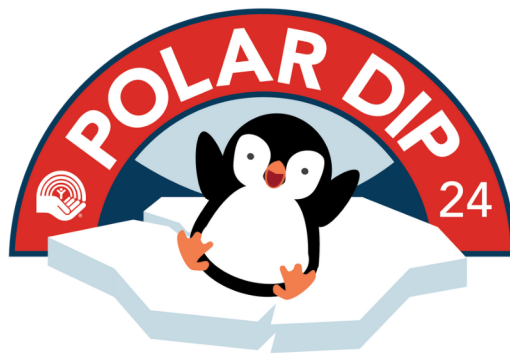
Why are we dipping?

Imagine if we could eliminate childhood poverty in Windsor-Essex County. Imagine if every local child had the chance to succeed and reach their full potential regardless of the postal code they live in. Together, we can reduce the number of local kids continuing to experience poverty as adults.

Local kids who are living in poverty deserve LESS....less hunger, less stress & anxiety, less obstacles to their success. Together, we can give kids MORE...more healthy food, more confidence, more hope.

Thanks to the support of partners like you: more kids are succeeding in school because they and their parents are supported and nurtured during out-of-school hours; more high school students are graduating and moving on to post-secondary education; and more young people are finding employment opportunities in relevant career fields because they have the education and skills to get there.

100% of your sponsorship of United Way's Polar Dip stays right here in Windsor-Essex County and helps create a stronger community, for all of us, for the future.



SPONSORSHIP OPPORTUNITIES

- Co-Presenting Sponsor: \$10,000 (3 Available)
- Toasty Oasis Sponsor: \$5,000
- Transportation Sponsor: \$3,000
- Lunch Sponsor: \$3,000
- Emergency Crew Sponsor: \$2,000
- Photography Sponsor: \$1,000
- Dip Sponsor: \$300 (Multiple Available)



United Way
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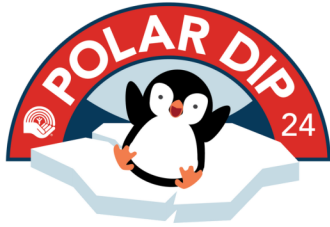
CO-PRESENTING | \$10,000 (3 AVAILABLE)

- 4 Complimentary Polar Dip registrations including tickets for luncheon
- 2 Complimentary spectator registrations including tickets for luncheon
- Opportunity to be one the first team(s) to complete the Polar Dip
- Opportunity to speak on event day

- Co-Presenting sponsor naming rights - 2024 Polar Dip for United Way Presented by "Sponsor Name(s)"
- Polar Dip sponsor branding with company logo featured on marketing materials, donation platform and website
- Recognition in social media posts across United Way social platforms
- Recognition in email blasts to United Way donors (12,170 Subscribers)
- Mention in event media release
- Recognition on event promotion materials (event invitation, posters, graphics, advertisements)
- Recognition on event signage (luncheon, dip location etc.)
- Logo in email to event participants
- Opportunity to set up corporate signage/tent at luncheon or dip location (subject to approval)
- Verbal mention on event day



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SPONSORSHIP OPPORTUNITIES

TOAST OASIS SPONSOR | \$5,000

- 2 Complimentary Polar Dip registrations including tickets for luncheon
 - 1 Complimentary spectator registration including ticket for luncheon
 - Opportunity to set up corporate signage or booth at dip location
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- Exclusive naming rights at the warming tent(s) location - "Toasty Oasis presented by [Sponsor's Name]"
 - Recognition and logo exclusivity at warming tent location
 - Sponsor recognition on United Way's Website Event Page & Donation Platform
 - Recognition in social media posts across United Way social platforms
 - Recognition in email blasts to United Way donors (12,170 Subscribers)
 - Mention in event media release
 - Verbal mention on event day



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SPONSORSHIP OPPORTUNITIES

EVENT LEVEL

Packages at the event level include:

- 2 Complimentary Polar Dip registrations including tickets for luncheon
- Recognition on United Way social media platforms and website

Transportation Sponsor | \$3,000

- Logo featured on event signage, materials and website
- Recognition and logo exclusivity at transportation areas

Lunch Sponsor | \$3,000

- Logo featured on event signage, materials and website
- Recognition at luncheon located at the Roma Club

Emergency Crew Sponsor | \$2,000

- Logo featured on event signage, materials and website
- Recognition at emergency and medical crew areas

CHILL LEVEL

Photography Sponsor | \$1,000

- Recognition at team photo stop

Icy Sponsor | \$300

- Logo featured on event signage at dip location



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