



Special Olympics Delaware

Lewes Polar Bear Plunge PRINT Media Partnership Opportunity

The Lewes Polar Bear Plunge, entering its 19th year, has become one of the most popular events in the state of Delaware. The uniqueness of this event, unlike many others, is that it spans all genders, age groups, income levels, and every demographic area of the state, with participation often extending beyond our borders. It truly is a state-wide family and friends' event!

Because of this, we feel there is an unprecedented opportunity for the media – print in particular – to benefit from being part of this event which last year involved nearly 3,000 participants and over 20,000 spectators.

We have designed a Media Partner package to encompass newspapers of all sizes and reach, with opportunities that we consider win-win for both Special Olympics Delaware (SODE) and the participating newspaper.

Newspaper Agencies that become media partners for the Polar Bear Plunge will receive:

- Link on the media partner page of the Web site (www.plungede.org)
- Listing as a media partner on all e-mail blasts to plungers
- Listing as a media partner in quarterly newsletter (mailed to 3500 plungers)
- Listing as a media partner in the organization's annual year book (4000 copies distributed)
- Listing on the media partner banner that will hang at all plunge activities
- One free registration (\$50 value) to use in newspaper contests or giveaways
- Reserved parking near the boardwalk for one business car/van on the day of the plunge
- Reserved space on the boardwalk for tent/table set-up on the day of the plunge
- SODE staff member to work directly with you leading up to, the day of, and after the plunge to ensure you are getting the most out of your role as a media partner

As a media partner, the newspaper will:

- Provide a pre- and post-event article of at least ten (10) column inches about the Lewes Polar Bear Plunge
 - Article could be a general one about the event or one specific to a plunge story in your readership area.
 - Included in the article will be pertinent information about the event provided by SODE, including: date, time and location; Web site address; major sponsors; any other information deemed relevant by SODE.
 - Article and picture can be provided by Special Olympics Delaware if requested.

In addition, as a media partner, other opportunities exist to increase your involvement and exposure:

- Have one of your popular columnists/writers do the plunge and invite readers to join as part of the newspaper's plunge team or support the newspaper's fundraising efforts.
- Conduct newspaper contests leading up to the plunge (SODE will provide one free registration fee per media partner).
- Set up a tent/table at the plunge itself (nearly 25,000 people expected).

For more information, please contact Jon Buzby, director of media relations, at 302-831-3484 or jbuzby@udel.edu.

Special Olympics Delaware is an organization that changes lives by promoting understanding, acceptance and inclusion between people with and without intellectual disabilities. Through year-round sports training, athletic competition and related programs conducted for nearly 3,000 children and adults with intellectual disabilities, the organization creates a model community that celebrates people's diverse gifts. Special Olympics Delaware builds sports skills, confidence, strength, motivation and self-esteem - not just for athletes, but for everyone involved.

Mailing Address: University of Delaware/ Newark, DE 19716-1901
Office Locations: 619 S. College Avenue/ Newark, DE 19716 / 302.831.4653 / fax 302.831.3483
546 S. Bedford Street / RM 2125 / Georgetown, DE 19947 / 302.855.0546 / fax 302.855.0547
~www.sode.org~