



Special Olympics Delaware

Polar Bear Plunge RADIO Media Partnership Opportunity

The 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 – radio 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 radio stations of all sizes and reach, with opportunities that we consider win-win for both Special Olympics Delaware and the participating radio station.

Radio stations who become media partners for the Polar Bear Plunge will receive:

- Link on the media partner page of the Website (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 entry slot (\$50 value) to use in station contests
- Reserved parking near the boardwalk for one station car/van on the day of the plunge
- Reserved space on "radio row" for tent/table/remote 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 station will:

- Run a PSA (that we can provide) at least once per day during the month of January, with 50% of the times being during "prime time" (6 a.m. – 6 p.m.)
- Run station-specific promos (station develops) daily during the month of January
- Offer SODE the opportunity for a live/taped interview during one (or more) of your station's shows

In addition, as a media partner, other opportunities exist and have been leveraged by stations in the past for your station to promote itself as a *plunge media partner*:

- Have one of your on-air personalities do the plunge and invite listeners to join as part of the station's plunge team or support the station's fundraising efforts
- Conduct on-air contests leading up to the plunge (SODE will provide one free entry fee per media partner)
- Do a live remote to recruit plungers at a local, mini-mart, restaurant, etc.
- Do a live remote at the plunge itself
- Invite plungers for post-event interviews following the event

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.

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