

2026 5K RUN/WADDLE

SPONSORSHIP OPPORTUNITIES



TITLE SPONSOR

- Complimentary Registrations (6)
- Opportunity to host activation at turnaround point
- Logo on event websites, race bibs, shirts, banners and PR photo area/backdrop
- Signage in the packet-pick up area, on the course and start/finish line
- Sponsor focused feature included on race website
- Opportunity for post-event follow-up / promotional email to runners

\$10,000



BRONZE SPONSOR

- Complimentary Registrations (2)
- Listing on t-shirt
- Logo inclusion on event registration, website and packet-pick up room signage
- Unique, branded social media engagement, tailored to your brand

\$2,500



SILVER SPONSOR

INCLUDES BRONZE SPONSOR PERKS, PLUS:

- Complimentary Registrations (4)
- Vendor space in packet-pick up room OR on boardwalk ahead of race
- Logo on race t-shirt and included on course signage
- Inclusion in sponsor focused website article
- Opportunity to share promotional material on website

\$5,000



GOLD SPONSOR

INCLUDES SILVER SPONSOR PERKS, PLUS:

- Complimentary Registrations (5)
- Opportunity to address runners during finisher announcements
- Logo on race bib, finisher item and start/finish line
- Custom branded prop for PR Photo area
- Pre-race Sponsor feature story (website & email)
- Opportunity for post-event touch point with all runners

\$7,500

2026 VIRGINIA BEACH POLAR PLUNGE: SPONSORSHIP OPPORTUNITIES

BASIC PLUNGE PARTNER PACKAGES



BRONZE SPONSOR

- Personalized Boardwalk Penguin
- Vendor space on Friday & Saturday – with opportunity to distribute branded giveaways
- Invitation to Saturday's Igloo Experience (2 tickets)
- Complimentary 5k Run/Waddle Registrations (2)
- Logo on Polar Plunge website and digital screens on stage
- Recognition in attendee email in sponsor feature and on social media
- Athlete pairing for sponsors teams to include a bio / trading card, video message, opportunity to host athlete at a plunge team event (case by case) and ability to plunge with athlete (if athlete agrees)

\$5,000



SILVER SPONSOR

INCLUDES BRONZE PERKS, PLUS:

- Invitation to Saturday's Igloo Experience (4 tickets)
- Complimentary 5k Run/Waddle Registrations (4)
- Logo on Splash Zone fencing and Main Stage Banner
- Logo spotlight on one of the following: (only 1 available per option)
 - Event Maps & Directional Signage
 - Registration Room (Entrance to the rooms with banners etc.)
 - Balloon Photo Activation Wall
- Unique, branded social media engagement, tailored to your brand
- Inclusion in sponsor focused website article on polarplunge.com

\$10,000



GOLD SPONSOR

INCLUDES SILVER PERKS, PLUS:

- Opportunity for car/display on boardwalk (limited availability)
- Invitation to Saturday's Igloo Experience (6 tickets)
- Complimentary 5k Run/Waddle Registrations (6)
- Live Mentions throughout the event / formal programming
- Logo on Plunge T-Shirt, Plunger Bib and sand sculpture
- Logo spotlight on one of the following: (only 1 available per option)
 - Plunge Splash Zone Entrance
 - Incentives Swag Bags
- Pre-Plunge Sponsor feature story (website & email)
- Opportunity for post-event touch point with all plungers

\$15,000

2026 VIRGINIA BEACH POLAR PLUNGE: SPONSORSHIP OPPORTUNITIES

EXCLUSIVE ACTIVATION PARTNERSHIPS



PLUNGE PAVILION TITLE SPONSOR

INCLUDES GOLD SPONSOR PERKS, PLUS:

\$20,000

- Naming rights for the main Plunge Pavilion (website, maps, signage, etc.)



PRE-PLUNGE PARTY SPONSOR

- Live mentions throughout the Pre-Plunge Party
- Opportunity to address attendees
- Vendor space in tent for the Pre-Party
- Exclusive volunteer opportunities
- Invitation to Saturday's Igloo Experience (5)
- Complimentary 5K Run/Waddle Registrations (5)
- Naming rights for the Friday Night Pre-Plunge Party
- Logo on website, marketing emails, signage and social media event filter/geotag
- Logo included on social media event filter / geotag for the Pre-Plunge Party
- Website feature about party
- Inclusion on pre-event email to all registered attendees

\$12,500



THE IGLOO SPONSOR

- Opportunity to brand the event space with banners, window clings, table top displays & signage
- Logo inclusion on invitation, RSVP form and nametag
- Branded signage accompanying the "igloo" photo opportunity in high trafficked area and entrance to the Igloo experience

\$7,500



COSTUME CONTEST SPONSOR

INCLUDES SILVER SPONSORS PERKS, PLUS:

- Naming rights to the plunger favorite, Costume Contest
- Logo included on Costume Contest signage, banners, awards and on Photo Booth print-outs and costume contest social media spotlight
- Sponsor included in voting and winner announcements

\$7,500



COOL SCHOOL CHALLENGE SPONSOR

- Vendor Space in tent during Cool School Challenge
- Opportunity to provide age-appropriate giveaways (grades 5-12)
- Opportunity to address students during programming
- Logo on Cool School Challenge t-shirt, race bib, event signage, photo booth print-outs, and incentive bags/boxes/totes
- Sponsors focused website article shared pre-Cool School Challenge
- Unique, branded social media engagement, tailored to your brand

\$5,000