



POLLAR PLUNGE



RICHMOND POLAR PLUNGE

LOCATION Pocahontas State Park - Chesterfield

DATE December 12, 2026

TIME Check in time at 10AM (PLUNGING at 12PM)

FUN NOTES

- Tailgate Atmosphere
- Costume Contest
- Vendor space available

2026 PLUNGE ATTENDANCE: 250

2026 PLUNGE PARTICIPANTS: 170

2026 MONEY RAISED: \$77,783



MOSAIC POLAR PLUNGE

LOCATION 2905 District Ave Fairfax

DATE January 23, 2027

TIME Check in time at 11AM (PLUNGING at 1:15 PM)

FUN NOTES

- Costume Contest
- Vendor space available for \$5K+ sponsors
- Video board exposure for sponsors

2026 PLUNGE ATTENDANCE: 500

2026 PLUNGE PARTICIPANTS: 233

2026 MONEY RAISED: \$106,000



VIRGINIA BEACH POLAR PLUNGE

LOCATION Virginia Beach

DATE February 5 - 6, 2027

FRIDAY

COOL SCHOOL CHALLENGE 10AM-1PM

5K RACE 7PM

PRE PLUNGE PARTY 7PM-10PM

SATURDAY

MAIN PLUNGE DAY 10AM-2PM (PLUNGE at 1PM)

2026 WEEKEND ATTENDANCE: 7,000+

2026 PLUNGERS + COOL SCHOOLERS: 4456

5K RUNNERS: 976

2026 MONEY RAISED: 1.65 MILLION



NEW RIVER POLAR PLUNGE

LOCATION Dudley's Landing, Bisset Park - Radford

DATE February 13, 2027

TIME Check in time at 10AM (PLUNGING at 12PM)

FUN NOTES

- Tailgate Atmosphere
- Costume Contest
- Vendor space available

2026 PLUNGE ATTENDANCE: 420

2026 PLUNGE PARTICIPANTS: 382

2026 MONEY RAISED: \$77,404



PRINCE WILLIAM POLAR PLUNGE

LOCATION Leesylvania State Park

DATE February 27, 2027

TIME Event starts at 11AM (PLUNGING at 1:15 PM)

FUN NOTES

- Costume Contest
- Vendor space available
- Tailgate atmosphere in the park

2026 PLUNGE ATTENDANCE: 500

2026 PLUNGE PARTICIPANTS: 208

2026 MONEY RAISED: \$100,000



2026 REVIEW DIGITAL ENGAGEMENT

SOCIAL MEDIA

Reach: 1.5M
Impressions: 5.2M



WEBSITE

Users: 65K
Page Views: 187K



EMAIL

Email Sends: 1M
Email Clicks: 28K



VIRGINIA BEACH SPONSORSHIP OPPORTUNITIES



2027 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
- Small logo on t-shirt
- 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

\$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

2027 5K RUN/WADDLE

SPONSORSHIP OPPORTUNITIES



TITLE SPONSOR

On Site Activation

Includes all Gold Perks

- 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
- Opportunity for representative to speak at end of race / awards
- Opportunity to provide item at packet pick-up and/or race finisher prize

\$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 site

\$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

2027 VIRGINIA BEACH POLAR PLUNGE: SPONSORSHIP OPPORTUNITIES EXCLUSIVE ACTIVATION PARTNERSHIPS



PLUNGE PAVILION TITLE SPONSOR

Includes Gold Sponsor perks, plus

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

\$20,000



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

REGIONAL POLAR PLUNGE SPONSORSHIP OPPORTUNITIES



BASIC PLUNGE PARTNER PACKAGES



BRONZE SPONSOR

- Logo on Polar Plunge website
- Live mention throughout the event / formal programming
- 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)

\$2,500



SILVER SPONSOR

INCLUDES BRONZE PERKS, PLUS:

- Personalized Sponsor Pennant / Penguin
- Logo on Plunge T-Shirt & event banner
- Unique, branded social media engagement, tailored to your brand
- Inclusion in sponsor focused website article on polarplunge.com to be shared on social media
- 10x10 vendor space on-site with opportunity to distribute giveaway/promotional items to be shared on social media

\$5,000



GOLD SPONSOR

INCLUDES SILVER PERKS, PLUS:

- Opportunity to participate in formal programming / opening ceremony
- Logo on Plunge bib & registration website
- Logo spotlight on one of the following: (only 1 available per option)
- Plunge Splash Zone Fencing / Entrance to the Pools
- Heated Changing Tents (all but Mosaic)
- Registration Tent / Incentives Tent
- Pre-Plunge Sponsor feature story (website & email)
- Opportunity for post-event touch point with all plungers

\$7,500

EXCLUSIVE ACTIVATION PARTNERSHIPS

REGIONAL PLUNGE SPONSOR

**INVESTMENT FOR
ALL 4 PLUNGES**

\$20,000

**INVESTMENT
FOR 2 PLUNGES**

\$15,000

**INCLUDES GOLD SPONSOR
PERKS, PLUS:**

- Logo on Polar Plunge website, Plunge T-shirts & Bibs
- Live mentions and opportunity to participate in formal programming
- 10x10 vendor space on-site with opportunity to distribute giveaway/promotional items
- Feature story announcing "Regional Plunge Partnership"
- Unique, branded social media engagement, tailored to your brand
- Opportunity for post-event touch point with all plungers
- 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)

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

HOSPITALITY SPONSOR

(MOSAIC & PRINCE WILLIAM PLUNGES)

**INCLUDES SILVER SPONSORS
PERKS, PLUS:**

- Naming rights to the Plunger hospitality tents
- Logo included on Hospitality signage, banners, invitations and plunger awards
- Opportunity to provide hospitality giveaway

\$7,500

POLAR 20
PLUNGE 27