

POLAR PLUNGE



Dear **[NAME]**:

Special Olympics Florida (SOFL) passionately believes in creating a Florida where every single person has a fair opportunity to develop and demonstrate their abilities as valued members in the community. And we believe you do, too. That's why we *personally chose* **[COMPANY]** to receive this special invitation to join the **[LOCATION, e.g., Orlando]** Polar Plunge.

Polar Plunge is one of our premier, annual fundraising events where Special Olympics supporters from across Florida compete to raise funds, get decked out in their wildest costumes, and take an ice-cold plunge into the **[VENUE]** wave pool. It's the *COOLEst* event in Florida for those who aren't scared of a little cold, and all proceeds help provide year-round training, competition, educational, and health services for over 58,000 athletes.

Corporations and businesses both big and small love the opportunity Polar Plunge presents for friendly office competition between multiple teams. And, it's a great way to earn cool rewards along the way, like Plunge swag, free theme park tickets, and a chance to attend our rocking VIP party.

Inside this kit, we've got everything you need to get started, like event posters, a step-by-step guide to starting your teams, and a thumb drive loaded with resources that make raising funds a breeze. We'll even drop by to get your teams excited about the Plunge and show them how easy it is to sign up and start raising funds. Oh yeah, we're that serious about partnering with you to raise money for our athletes—and we're here to help you every step of the way!

If you're ready to partner with Special Olympics Florida and help us improve the lives of more than 58,000 athletes, then let's dive in head first into Polar Plunge together. Head over to **[VANITY URL]** for more information, and start a team—or four—today!

Most Sincerely,
[YOUR NAME]
[Your Title]
[Phone#]
[Email]



Special Olympics has made me grow a great deal in my life. It has taught me that you have to compete with others and show good sportsmanship. Special Olympics makes athletes, like me, feel a part of society, and the world. We are being included and given opportunities they would not have if Special Olympics were not here.

**MARYANN
GONZALEZ**

ATHLETE

