



Be a part of one of the *coolest* events at the beach!

On the first weekend in February, thousands of “Polar Bears” will come from all over to be a part of the 2023 Plunge Weekend Festival for Special Olympics Delaware.

There are many ways that local businesses, no matter your size, can get involved in one of the area's largest events of the year. It is a great way to promote your business and make a difference in the community.

Friday, February 3 – Sunday, February 5

Bear Discounts | Many local restaurants and retailers offer discounts and reduced rates for registered “Bears.” Bears receive a wristband at registration, which makes them eligible to receive the discounts.

Saturday, February 4

- 10:00 a.m.** **5K Run to the Plunge** | Presented by *Jack Lingo Realtor*, this 5K (3.1 mile) run & walk takes place in downtown Rehoboth Beach.
- 11:00 a.m. - 3:00 p.m.** **Sand Sculpting Demonstration** | A team of local sand artists will create a “polar” inspired sandcastle on the beach off of Rehoboth Ave.
- 12:00 - 2:00 p.m.** **Fire & Ice Festival** | Hosted at the Atlantic Sands Hotel (*new location this year!*), local restaurants serve up their best wings, while creameries cool things down with ice cream.
- 2:30 - 5:00 p.m.** **Restaurant Chili Contest** | Participating restaurants serve samples of their favorite chili recipe to be voted on by our Bears.

Sunday, February 5

- 9:00 a.m.** **Ice Sculpting Demonstration** | Ice sculptor, Jim Lauser, unleashes his talent on blocks of ice in the ‘Kiwi’s Tiki Hut’ area outside of the Atlantic Sands Hotel.
- 1:00 p.m.** **PLUNGE** | Thousands of *brrrave* Bears jump into the icy Atlantic Ocean!
- 1:15 p.m.** **Après Plunge Party** | Bears gather at the Rehoboth Beach Convention Center immediately after the Plunge to enjoy refreshments and live music.

Please submit completed form via mail, fax, scan/email by **January 4, 2023** in order to be included in:

- **Festival Map** of all participating businesses along with listed offer (~7,000 printed).
- **Media Placement** - listing in Cape Gazette Plunge ad
- Any other **relevant event signage or printed materials**.

You may participate after the deadline, but we cannot guarantee you will be included in all print materials.

Mail: Special Olympics Delaware, 619 S College Ave, Newark, DE 19716

Scan/Email: corinne.plummer@sode.org

Fax: 302-831-3483

Online Form: www.plungede.org or QR code to the right

Questions? Please contact Corinne Plummer at corinne.plummer@sode.org or 302-831-4796 or visit www.plungede.org.





Business Name: _____ **Contact Name:** _____

Phone: _____ **Email:** _____

We would like to participate in the following way(s) – Please check all that apply:

Bear Discount _____

Please describe discount & length of offer i.e. Friday, Saturday, and/or Sunday. Please include any restrictions/exclusions.

Restaurant Chili Contest | Restaurant will prepare enough chili for 600 2 oz servings (min 10 gallons). SODE will provide a voting platform, bowl, and spoons. Max participating restaurants is 15.

Flag Display | SODE will provide a '**Welcome Polar Bears**' flag to display during Plunge Weekend. Do you have an outside mount for a **traditional flagpole**, or would you need a **flag with a suction cup** fixture to affix to a window?

Flagpole
 Suction Cup

Fire & Ice Festival

Wings | Restaurant will prepare 350-400 wings (size 6-9; approx. 1 case). SODE provides plates & napkins.

Ice Cream | Creameries provide 350-400 servings of ice cream. SODE provides bowls (2 oz.), spoons, napkins.

We would like to sponsor the following event(s) – Please check all that apply:

Après Plunge Party

\$2,500 Presenting sponsor – Company logo on premiere event signage; recognition on website, in e-news communications, and on social media; included in event map

Sand Sculpting Demonstration

\$1,500 Company logo on premiere event signage; included in event map

\$750 Company name on premiere event signage

Restaurant Chili Contest

\$2,500 Company logo on event ballots; recognition on website, in e-news communications, and on social media; included in event map

5K Run to the Plunge

\$1,500 Company logo (large) on back of event t-shirt

\$750 Company logo (small) on back of event t-shirt

\$300 Company name on back of event t-shirt

Fire & Ice | Hot Wings and Ice Cream Tasting

\$2,500 Presenting Sponsor – Company logo on premiere event signage; recognition on website, in e-news communications, and on social media; included in event map

\$750 Company logo on premiere event signage

\$300 Company name on premiere event signage

If you would prefer to fill out an online form, you can do so at www.plungede.org or with this QR code:

