

Make-A-Wish®



# Penguin Plunge

Benefiting Make-A-Wish Illinois

Saturday, January 25, 2025

Ottawa, Illinois

Registration 11:00 a.m. Plunge 1:00 p.m.

# All you need to know before taking the... Penguin Plunge

Join the brave Make-A-Wish supporters throughout Illinois on **Saturday, January 25<sup>th</sup>**, and take a **Penguin Plunge into icy waters**, for a frigid fun time, all while raising funds and awareness for Make-A-Wish.

While the main **plunge site is a treated swimming pond at Skydive Chicago**, participants across the state are encouraged to **find their own plunge site or create a cold challenge of their own!** (Jump into a cold pool, jump into a bathtub filled with ice, roll around in the snow, etc.) To further the fun, we encourage all participants to plunge in costumes or themes. For those plunging on their own, be sure to **take pictures/videos and email them to us at: [communityevents@illinois.wish.org](mailto:communityevents@illinois.wish.org)**.

A Penguin Plunge website will be created for participants to register and fundraise. We encourage each participant to **set up a fundraising page** and ask their family and friends to support them for their daring dive. While there is no cost to participate, we request a minimum **\$100 contribution to register and receive a Penguin Plunge shirt**.

**Sponsorships are critical to the success of the event** and levels range from \$5,000 to \$500, allowing you to choose the sponsorship package that best fits your needs.

## Take the Plunge \$5,000

*All the benefits of Break the Ice plus:*

- In person or a virtual meet and greet with a local wish child to hear firsthand, the impact of their wish and what your support does to help bring hope, strength, and joy to other children with critical illnesses
- **Logo** inclusion in 2 e-blasts to all participants
- (1) Post on LinkedIn page with top sponsors, (2) exclusive Instagram Stories featuring your logo, and (1) post in the event's Facebook page with top sponsors

## Break the Ice \$2,500

*All the benefits of The Big Chill plus:*

- (1) Post on LinkedIn page with top sponsors, (1) Instagram story post to be included with other 'Break the Ice' sponsors, and (1) post in the event's Facebook page with top sponsors
- Inclusion in Penguin Plunge event press releases to local media outlets
- Company table at the event
- Company **name** and **logo** on all event promotions
- **Logo** inclusion in 1 e-blast to all participants

## The Big Chill \$1,000

*All the benefits of Make a Splash plus:*

- **Logo** inclusion in 1 e-blast post event to all participants
- Company **logo** on event shirts
- Company **logo** on all event promotions
- Company **logo** on the event website

## Make-A-Splash \$500

- Penguin Plunge shirt for participants
- Company recognition in group social media promotions
- Company **name** on event shirt
- Company **name** on event promotions
- Company **name** on the event website

## Penguin Plunge Supporter

If you are unable to sponsor, please consider making a donation

# Create your own Cold Challenge

**Can't join us in Ottawa for the Penguin Plunge? Find your own plunge site or create your own Cold Challenge!**

**Raise or donate a minimum of \$100 (receive a Penguin Plunge shirt)**

- Set up a fundraising page and ask family and friends to support you for your daring dive or cold plunge challenge.



		TAKE THE PLUNGE	BREAK THE ICE	THE BIG CHILL	MAKE A SPLASH
		\$5,000	\$2,500	\$1,000	\$500
Key Benefits	<i># of Sponsorships Available at this Level</i>	Unlimited	Unlimited	Unlimited	Unlimited
	IN PERSON/VIRTUAL MEET & GREET WITH A LOCAL WISHCHILD	★	--	--	--
	PENGUIN PLUNGE SHIRT FOR PARTICIPANTS	★	★	★	★
"Day of" Benefits	EVENT PROMOTION	name & logo	name & logo	logo	name
	EVENT SHIRTS	logo	logo	logo	name
	COMPANY TABLE AT EVENT	★	★	--	--
Marketing/Social Media Benefits	LOGO INCLUSION IN EBLAST TO ALL PARTICIPANTS	2	1	1	--
	EVENT WEBSITE	logo	logo	logo	name
	POST ON LINKEDIN PAGE WITH TOP SPONSORS	1	1	--	--
	POST IN EVENT'S FACEBOOK PAGE WITH TOP SPONSORS	1	1	--	--
	INSTAGRAM STORY POST	2	1	--	--
	COMPANY MENTION IN GROUP SOCIAL MEDIA PROMOTIONS	★	★	★	★
	INCLUSION IN PENGUIN PLUNGE EVENT PRESS RELEASES TO LOCAL MEDIA OUTLETS	★	★	--	--



# Thank You!



*I wish to visit  
princesses at  
Florida theme  
parks*  
Taylor, 5  
leukemia

## For More Information:

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