



Make-A-Wish®
IDAHO

★ CELEBRATING 40 YEARS OF WISHES ★

Jan 10, 2026

The Gebert-Arbaugh
Polar Bear Challenge

Official Media
Sponsor



Boise



ABOUT THE POLAR BEAR CHALLENGE

Unlocking Hope: Empowering Wishes with the Gebert-Arbaugh Polar Bear Challenge. At the Polar Bear Challenge, we celebrate the magic of wishes granted in Idaho while building a brighter future for more children. Wishes are more than moments; they're transformative experiences that rekindle hope, fortify families, and unite entire communities. Make-A-Wish Idaho is on a mission to grant 130 wishes to kids facing critical illnesses.

Why We Need You

In our 23rd annual event, the Polar Bear Challenge welcomes a heartwarming community of roughly 300 dedicated plunge participants, but its impact ripples through the hearts of nearly 800 attendees. In 2025, this collective spirit raised an incredible \$121,000. Now, in 2026, we're setting our sights even higher with a goal of \$125,000.

Your Impact: Make Dreams Come True

Your sponsorship dollars are the driving force behind this incredible event. By supporting the Polar Bear Challenge, you're not only helping us cover event costs but also amplifying our ability to grant life-changing wishes for children. You're fostering an environment of hope, joy, and unity.

Our Promise to You

As a valued partner, your company will receive recognition at our event, on our website, and across our extensive social media network. We'll work closely with you to ensure that your brand is prominently showcased to our enthusiastic and engaged audience.

Together, we can make dreams come true, and together, we'll create life-changing wishes for children with critical illnesses.



*I wish to go
to Hawaii*

Deja, 16
cancer

Sponsorship Benefits

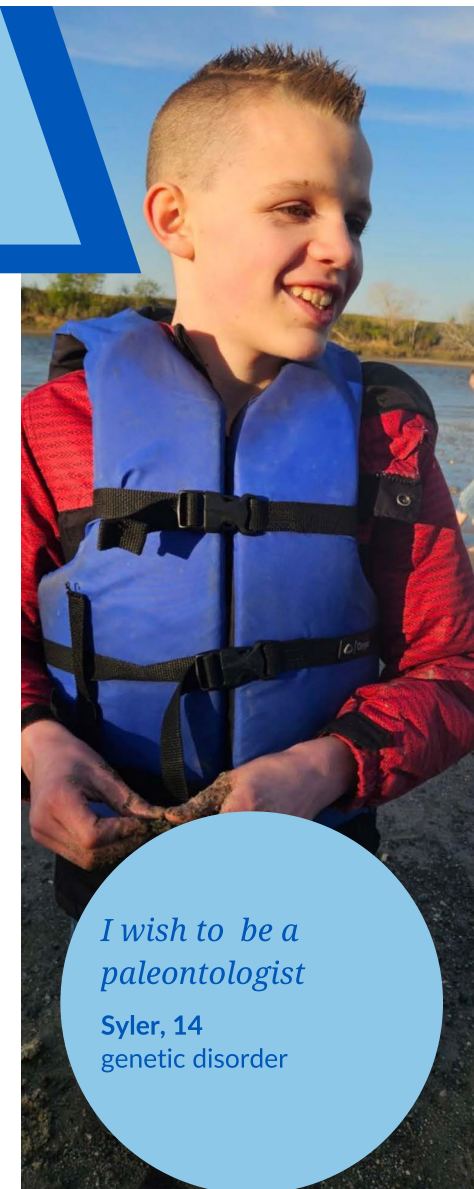
Participants, volunteers, spectators and members of the local media will converge upon Lucky Peak Reservoir from various corners of the Treasure Valley. This diverse gathering ensures sponsors a heightened level of exposure for their businesses, products, and brands.

By partnering with us as a sponsor, your organization gains the opportunity to showcase its offerings to a discerning and varied consumer audience. Your brand will resonate with potential customers from various walks of life."

Taking the plunge as a Polar Bear sponsor will position your organization as a cherished contributor to the event. We extend a warm welcome to our sponsors, viewing them as integral partners in our shared journey.

AUDIENCE EXPOSURE/MARKETING REACH

- **Email Marketing Reach:** Make-A-Wish® Idaho boasts a robust database of over 16,000 unique email addresses, providing a direct and highly engaged channel to communicate with our audience. We send email updates twice a month, ensuring consistent engagement and brand exposure among our subscribers.
- **Social Media Presence:** Our active presence on major social media platforms, including Facebook, Instagram, X, YouTube, and LinkedIn is a dynamic avenue for brand exposure.
- **Audience Demographics:** Our audience spans a diverse demographic spectrum, making it a valuable opportunity for sponsors to reach various age groups, backgrounds, and interests.
- **Audience Engagement Metrics:** We measure our social media performance with engagement metrics such as likes, shares, comments, and impressions, guaranteeing sponsors a measurable impact on their brand visibility.
- **Data-Driven Insights:** We provide access to comprehensive data and analytics, empowering sponsors with the insights they need to track their brand's performance and ROI.



*I wish to be a
paleontologist*

Syler, 14
genetic disorder

Sponsorship Benefits

- Brand and/or product placement with Make-A-Wish Idaho & the Gebert-Arbaugh Polar Bear Challenge.
- Logo and link placement on event website, email campaigns, and social media channels.
- Logo placement on event materials such as event shirts, etc.
- Booth presence at the event start/finish area.
- Press and media exposure to targeted event sources including magazines, blogs, event calendars, social media and the local news.

SOCIAL MEDIA FOLLOWING

- Facebook: 12.5k followers
 - Instagram 3,200 followers
 - Other social: 2,000 followers
- Email: 16,000 newsletter subscribers



FREE EVENT PHOTOS

One of the enduring marketing benefits lies in our provision of complimentary event photos. Our dedicated photographers capture dynamic action shots of participants and create engaging photos at the event's photo wall. These images are highly sought-after as participants eagerly share them on their social media platforms, effectively expanding the reach of your brand, and sponsors are welcome to leverage these photographs in their own marketing initiatives.

PLUNGE DAY:

- 400 to 600 participants
- Spectators
- Local media and press

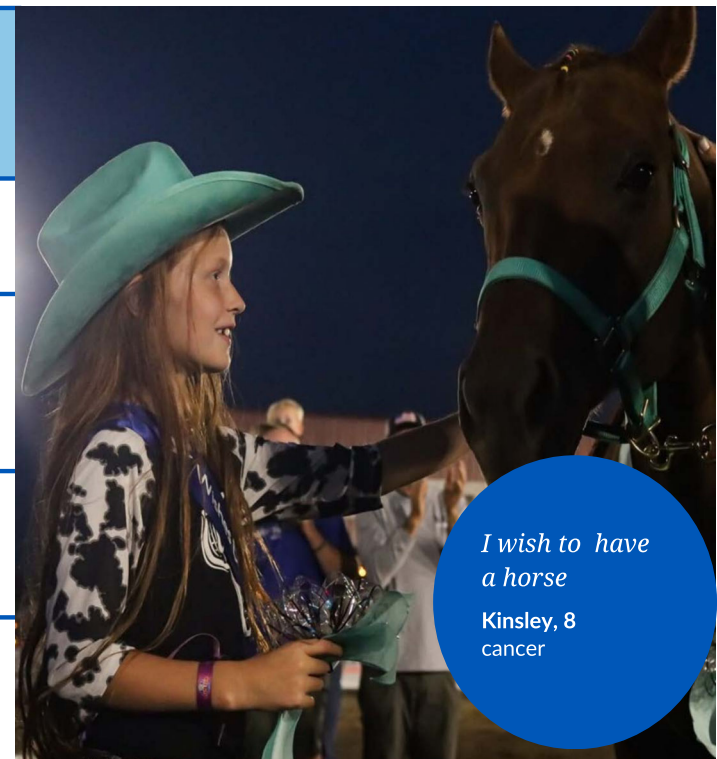
Sponsorship Benefits

These are general guidelines for each of our sponsorship levels. However, we love to customize packages to best suit your needs to actively promote your services to our community.

Want to have exclusivity in your area of business? Become a Chill Champion premier sponsor to have full and exclusive access during the event.

All tiers will have the opportunity to include their company's logo on our branded event shirts!

Chill Champion \$15,000	Glacial Guardian \$10,000	Brrave Benefactor \$5,000	Penguin Patron \$2,500	Frosty Friend \$1,000
Logo/link on website, email and shirts	Logo/link on website, emails and shirts	Logo/link on website, emails and shirts	Logo/link on website and emails	Name on website and emails
10x10 booth presence at event	10x10 booth presence at event	10x10 booth presence at event	10x10 booth presence at event	Tabling presence at event
Four posts on social channels post-event and posts during lead up	Four posts on social media channels during lead up	Four posts on social media channels during lead up	Three posts on social media channels during lead up	Mention on social media during lead up
Logo added to participant photos. Limit 2 sponsors	Three posts on social media channels, post-event	Two posts on social media channels, post- event	Two posts on social media channels, post-event	Mention on social media post event



*I wish to have
a horse*

Kinsley, 8
cancer

ABOUT MAKE-A-WISH IDAHO

WISHES BY TYPE

66  Disney World	21  Shopping Spree	17  Travel	16  Hawaii
5  To Meet	4  Disneyland	2  Electronics	1  Party
1  Wheelchair Swing	1  Horse	1  Hot Tub	1  Pool
1  Construction	1  Playset	1  To Be	1  Computer

Wishes by eligible illness

	40% oncology
	26% respiratory disorder
	11% nervous system disorder
	7% liver or kidney disease
	6% other illness
	5% cardiac condition
	4% genetic disorder
	2% blood disorder



*I wish to go to
Disney World*

Faith, 6
cancer

JOIN US

Thank you for considering a sponsorship of Gebert-Arbaugh Polar Bear Challenge. Our team is ready to work with you!

For more information about the Gebert-Arbaugh Polar Bear Challenge, including details about individual events, please visit us online at idaho.wish.org

Or, contact Kaitlyn Picard by phone at (208) 297-6837 or email kpocard@idaho.wish.org

Make-A-Wish Idaho
Special Events Coordinator
Kaitlyn Picard

