



Make-A-Wish®
SAN DIEGO

POLAR PLUNGE

Sponsorship Opportunities

PLUNGE INTO THE NEW YEAR. MAKE WAVES FOR WISHES.

Join us on **Saturday, January 10, 2026**, for the inaugural Make-A-Wish San Diego Polar Plunge, a heartwarming community event that supports local children facing critical illnesses. Every splash brings us closer to granting more wishes and your sponsorship helps make it possible.

ABOUT MAKE-A-WISH SAN DIEGO

- ★ Founded in 1983, Make-A-Wish San Diego has granted **over 5,600 wishes** for kids dealing with critical illnesses.
- ★ Our chapter serves San Diego and Imperial Counties and granted **200 wishes** last year.
- ★ Make-A-Wish San Diego also welcomes **over 170 children** each year who wish to visit San Diego.
- ★ The average cost of a wish in our region is **\$10,000**.



I wish to go to Hawaii!

Gracie, 13
leukemia

EVENT DETAILS

Date: Saturday, January 10, 2026

Location: Catamaran Resort Hotel & Spa | Mission Bay

Expected Attendance: 400+ participants, spectators, and community partners

Website: polarplungesd.org

REGISTRATION FEES

\$100 – Adult Polar Bear (17+)

\$25 – Child Polar Bear (Ages 6-16)

Participants are provided with an online fundraising page and toolkit to help raise additional funds for wishes.

WHY SPONSOR?

HIGH BRAND VISIBILITY

Gain exposure to thousands of community members through our multi-channel marketing, participant communications, and event-day visibility.

EMPLOYEE ENGAGEMENT

Boost morale and team spirit by inviting your staff to participate and represent your brand.

COMMUNITY IMPACT

Your sponsorship directly supports wish-granting for local children. It's more than a donation — it's a chance to change a life.



MAKE-A-WISH SAN DIEGO IMPRESSIONS

Email: 40,000+ subscribers

Facebook: 9,000 followers

Instagram: 5,000 followers



Make-A-Wish is recognized as the #1 most trusted nonprofit operating locally across all 50 states.

**Based on 2024 Morning Consult data.*





SPONSOR BENEFITS

PRESENTING SPONSOR – \$25,000 (1 AVAILABLE)

Exclusive Benefits:

- Naming rights as “Make-A-Wish Polar Plunge presented by “[Your Company Name]”
- Premier logo inclusion on co-branded photo backdrop
- Social media tag on every post (multiple platforms)
- Dedicated sponsor highlight post
- Mentions in all press releases, interviews, and media outreach
- Speaking opportunity during opening ceremonies
- Exhibitor space onsite (10X10 booth space, 1 table, custom pop-up tent available on request)
- (2) Co-branded banners for booth area
- Up to 20 complimentary participant registrations

CHILL CHAMPION SPONSOR – \$5,000 (10 AVAILABLE)

- Social media tag on every post (multiple platforms)
- Shout-out during event announcements
- Exhibitor Space onsite (10X10 booth space, 1 table, bring your own branded pop-up tent)
- Up to 10 complimentary participant registrations

BRRRAVE SPONSOR – \$2,500 (UNLIMITED)

- Up to 5 complimentary participant registrations

ALL TIERS RECEIVE:

- Logo placement across all event materials (website, print, email campaigns, t-shirts, signage)*
- Complimentary event registrations (number varies by level)
- Complimentary drink tickets for 21+ Après-Plunge Bar (number varies by level)

*Print deadline: December 1, 2025

IN-KIND AND UNDERWRITING SPONSORSHIPS

Interested in supporting another way? We welcome in-kind donations and underwriting sponsors to help cover specific event elements. Your business will be recognized on the event website and signage. Let's chat about how your business can help make the inaugural Polar Plunge a success!

We're seeking support for:

- Incentive Prizes
- Event Photography
- 21+ Après-Plunge Bar
- Print Sponsor
- Entertainment

CONTACT US

For sponsorship opportunities, please contact:

Grace da Silva

Sr. Manager, Events

Make-A-Wish San Diego

619-279-5211

gdasilva@sandiego.wish.org



*I wish to have
a Backyard
Playhouse!*

Ethan, 4
leukemia





SPONSOR COMMITMENT FORM

SPONSOR NAME:

Please print name exactly as you wish to be listed in our promotional materials.

Contact Name:

Address:

Email:

Phone:

Commitment Level

- ☐ Presenting Sponsor | \$25,000
- ☐ Chill Champion Sponsor | \$5,000
- ☐ Brrrave Sponsor | \$2,500

Method of Payment (select one):

- ☐ Check made payable to Make-A-Wish San Diego is enclosed
- ☐ Please send me an invoice
- ☐ Credit Card - A Make-A-Wish team member will call to collect card info

☐ I understand that December 1st is the print deadline for recognition and will email my logo prior to that date.

Authorized Signature:

Date: