

Jan 9, 2027

The Gebert-Arbaugh Polar Bear Challenge Sponsorship Packet

Official Media Sponsor

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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 110 wishes to kids facing critical illnesses.

Why We Need You
In our 24th annual event, the Polar Bear Challenge welcomes a heartwarming community of roughly 500 dedicated plunge participants, but its impact ripples through the hearts of nearly 800 attendees. In 2024, this collective spirit raised an incredible $130,000. Now, in 2027, we're setting our sights even higher with a goal of $150,000.

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.



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.

Embracing sponsorship positions 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 newletter list of over 18,500 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, 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.



Sponsorship Benefits

• Brand and/or product placement with Make-A-Wish Idaho & the Great 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 communities.

SOCIAL MEDIA FOLLOWING

• Facebook: 14k followers Email: 18,500 newsletter subscribers
• Instagram: 4,500 followers



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.

RACE DAY:

• 400 to 600 participants
• 200 to 300 volunteers
•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? Becomea 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	Brrrave Benefactor $5,000	Penguin Patron $2,500	Frosty Friend $1000	Ice Breaker $500
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, emails, and shirts.	Logo/link on website, emails, and shirts.	Logo/link on website and emails.
Four posts on social channels post-event and posts during lead up.	10x10 booth presence at event.	10x10 booth presence at event.	10x10 booth presence at event.	Tabling presence at event.	Mention on social during lead up.
10x10 booth presence at event	Three posts on social media channels, post-event.	Four posts on social media channels during lead up.	Three posts on social media channels during lead up.	Mention on social during lead up.	Mention on social after the event.
Logo added to participant photos. Limit 2 sponsors.	Four posts on social media channels during lead up.	Two posts on social media channels, post-event.	Two posts on social media channels, post-event.	Mention on social after the event.	



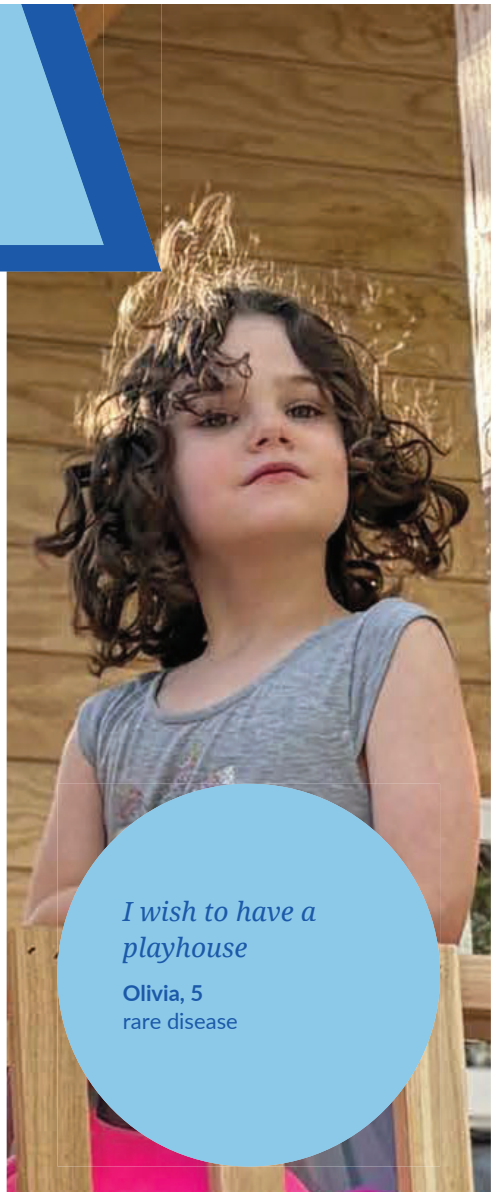
ABOUT MAKE-A-WISH IDAHO

WISHES GRANTED BY TYPE



Wishes by eligible illness

- 58% oncology
- 12% respiratory disorder
- 9% cardiac condition
- 8% nervous system disorder
- 6% liver or kidney disease
- 3% genetic disorder
- 3% other illness



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 Kenzie McGill by phone at (208) 297-6837 or email kmcgill@idaho.wish.org

Make-A-Wish Idaho
Special Events Coordinator
Kenzie McGill

Make-A-Wish® IDAHO



2027 Gebert-Arbaugh Polar Bear Challenge Sponsorship Commitment Form

YES! I would like to help make wishes come true by sponsoring the Polar Bear Challenge at the following level:

☐ **Chill Champion ($15,000)** ☐ **Glacial Guardian ($10,000)** ☐ **Brrrave Benefactor ($5,000)** ☐ **Penguin Patron ($2,500)** ☐ **Frosty Friend ($1,000)**

☐ **Ice Breaker ($500)**

Company Name: _____
Please print name exactly as you wish to be listed on promotional materials

Address: _____

Contact Name: _____

Phone Number: _____ **Email:** _____

Website (to be linked on event website): _____

Payment Method

☐ Check* ☐ Credit Card** ☐ Invoice

**Please make checks payable to Make-A-Wish Idaho* ***To pay by credit card, please call Shawn Reilly at 208-917-3640*

Authorized Signature:_____ Date:_____

Authorized Make-A-Wish Signature: _____ Date:_____

Mail, email, or fax this completed form to:

Make-A-Wish Idaho
310 W. Idaho Street
Boise, ID 83702
Phone: 208-345-9474
Fax: 208-342-8878

For more information, contact:

Janie Best
President and CEO
jbest@idaho.wish.org
208.297.6822

For more event information, please visit: idaho.wish.org

Make-A-Wish Idaho's Tax ID Number is 82-0408150.