



Lions across the state are looking to make a splash with the Polar Bear Plunge! In 2012, the Lions are expanding their long-standing partnership with Special Olympics Minnesota by becoming a state-wide sponsor for the Polar Bear Plunge. Last winter, Nearly 11,000 brave Minnesotans raised a record \$2.2 million this winter for Special Olympics Minnesota!

You may have heard about it on the news, read about it online, or maybe even seen a video on YouTube, but what exactly is this “Plunge” that everyone’s talking about? The Polar Bear Plunge — presented by Minnesota law enforcement as part of the year-round Law Enforcement Torch Run events to benefit Special Olympics — is a unique opportunity for individuals, organizations and businesses to support Special Olympics athletes by jumping into frigid Minnesota waters. It consists of 15 different events that take place across Minnesota during the coldest months of the year. From January through March, the Plunge crew travels around the state to 15 different communities with one goal in mind: raise funds for Special Olympics Minnesota!

As part of our sponsorship agreement, we encourage all Lions clubs across the state of Minnesota to get involved with the Plunge! There are a variety of ways you can get involved to help raise money for Special Olympics Minnesota and spread Lion awareness:

1. Participation in the Special Olympics Minnesota Lions Club Raffle (See SOMN Lions Raffle Instruction sheet)
2. Selling raffle tickets at Plunge sites
3. Selling food (mini donuts, hot dogs, etc.) at Plunge sites. Will work best at White Bear Lake, Maple Grove, Anoka County, St. Peter, South Metro, Minneapolis & Eden Prairie.
4. Financial contribution
5. By Plunging of course!!!
6. We’re open to additional creative ideas!

2012 Dates:

Jan. 28 - White Bear Lake

Jan. 28 - Willmar/Spicer

Feb. 4 - Maple Grove

Feb. 11 - Anoka County

Feb. 11 - St. Peter

Feb. 11 - Rochester

Feb. 18 - Prior Lake

Feb. 18 - St. Cloud

Feb. 18 - Duluth

Feb. 25 - South Metro

Feb. 26 - Alexandria

Mar. 3 - Minneapolis

Mar. 3 - Brainerd

Mar. 10 - Eden Prairie

Mar. 17 - Grand Rapids

Check out the Plunge website for additional information about this unique event at www.plungemn.org. **If you’d like to get your club involved or have questions, contact Lion Alyssa Siech at alyssa.siech@somn.org or 612-604-1255.**

We hope to see you this winter!!!

Sincerely,

Lion Alyssa Siech

Development Associate

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Special Olympics

Minnesota

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www.plungemn.org

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Created by the Joseph P. Kennedy, Jr. Foundation for the Benefit of Persons with Intellectual Disabilities

Sponsorship Rights and Benefits

SOMN Lions Club Raffle



PLUNGE SPONSORSHIP

- Lions across the state are looking to make a splash with the Polar Bear Plunge! In 2012, the Lions are expanding their long-standing partnership with Special Olympics Minnesota by becoming a state-wide sponsor for the Polar Bear Plunge. A portion of those sponsorship dollars will come from the sale of raffle tickets.

GENERAL SALES INFORMATION

- Ticket prices - \$5.00 each.
- Prizes centered around the 2012 Twins Season.
- Must be 18 years or older to enter drawing.
- Ticket sales will be conducted September 2011 - February 2012.
- If your club would like to sell tickets in your community or order more, please contact Alyssa Siech at 612-604-1255 or alyssa.siech@somn.org.
- All unsold tickets must be returned by Friday, February 24, 2012.
- The raffle drawing will take place at the Minneapolis Polar Bear Plunge on Saturday, March 3, 2012.
- Raffle ticket sales are covered under Special Olympics Minnesota raffle licensing through the Minnesota Gaming Commission. Permit #: X-27051

KITS

- Each club will receive their raffle fundraiser kits via mail after registering. Kits will include:
 - Raffle tickets
 - Special Olympics Minnesota fact sheet
 - Return self-addressed envelope

HOW TO ADMINISTER

- Distribute the tickets to Lions club members.
- Lions may sell tickets in variety of ways:
 - At 2012 Polar Bear Plunge Locations (see www.plungemn.org for locations)
 - Door to door
 - Through relatives, friends, coworkers
 - Email
 - Be creative!
- At the end of your sales period, please return the form available in raffle ticket packets, unsold tickets, purchased ticket stubs with the buyer's contact info and cash and checks made out to Special Olympics Minnesota. (Please use the self-addressed envelope provided in raffle kit.)

Contact Alyssa Siech, Development Associate

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