



2026 Winter Water Sports Sponsorship Opportunities

Each winter, hundreds of fearless individuals across New Hampshire dive into icy waters — all to make a difference. What started in 2000 with a single event, the Penguin Plunge, has grown into a statewide movement: Winter Water Sports.

Today, this beloved series of fundraising events brings together schools, law enforcement, businesses, and community members for one shared purpose — to support Special Olympics New Hampshire (SONH) and empower more than 2,700 athletes with intellectual disabilities.

As SONH's largest annual fundraising initiative, Winter Water Sports generate vital resources that keep our programs strong and accessible. When your company partners with Winter Water Sports, you're doing more than sponsoring an event — you're joining a statewide movement that celebrates ability, inclusion, and community.

Sponsors gain powerful visibility, connect with thousands of passionate supporters, and help create life-changing opportunities for athletes across the Granite State. Coca-Cola Beverages Northeast proudly leads the way as our Presenting Sponsor, fueling inclusion and keeping participants refreshed, energized, and inspired throughout the Winter Water Sports season.

Join us as a sponsor and help make waves of change that last long after the ice melts.



For More Information Contact: Mary Conroy | MaryC@sonh.org | (603) 770-4055





Sponsorship Opportunities

GOLD SPONSORSHIP PACKAGE

\$10,000

Make the biggest splash. As a Gold Sponsor, your brand will take center stage with naming rights for a Winter Water Sports event and the opportunity for a representative to share remarks during the speaking program. You'll receive premier visibility through digital promotions and complementary event signage, along with statewide recognition in SONH communications, social media, and press coverage. Gold Sponsors are also invited to experience the excitement firsthand, celebrating inclusion side-by-side with athletes, volunteers, and community members.

SILVER SPONSORSHIP PACKAGE

\$7,500

Champion inclusion across the state. Silver Sponsors bring the event experience to life with area naming rights — such as the DIY events, entertainment zone or incentive station — and the opportunity for a representative to share remarks during a Winter Water Sports event. You'll enjoy strong visibility through digital promotions and complementary signage, with recognition across SONH communications, social media, and event coverage that highlights your leadership in championing inclusion across New Hampshire.

BRONZE SPONSORSHIP PACKAGE

\$5,000

Fuel the fun and community spirit. Bronze Sponsors keep participants and volunteers smiling with food stations, volunteer check in and awards that bring warmth to the coldest days of the year. Your partnership will be celebrated through complementary signage, SONH.org recognition, and event-day announcements.

EXPLORER SPONSORSHIP PACKAGE

\$2,500

Explorer Sponsors help Winter Water Sports **go the distance** by supporting event essentials like decorations, towels, and tents that keep participants warm and the atmosphere festive. Your brand will be featured on complementary event signage and recognized on SONH.org and social media, celebrating your role in bringing comfort and inclusion to every splash.

TRAILBLAZER SPONSORSHIP PACKAGE

\$1,000

Lead the way for inclusion. Trailblazers — our local businesses, civic groups, and community teams — bring heart to every plunge. You'll be featured on complementary event signage, SONH.org, and post-event social media, with the opportunity to include a branded item in participant swag — either in DIY Plunge/Dip pails or distributed at event check-in.