



HUMANE SOCIETY *of Washington County*

Greetings,

As we approach the end of 2025, the Humane Society of Washington County is excited to announce our 23rd Annual Polar Bear Plunge, taking place on January 10, 2026, at Greenbrier State Park. This much-loved community event invites hundreds of participants to take a chilly plunge into the Greenbrier Lake to support our mission: providing care and finding loving homes for the thousands of animals that come to us each year.

We are currently seeking sponsors for this year's event, and we believe your company would be a fantastic partner. By joining us as a sponsor, you will gain exposure to hundreds of participants and spectators, as well as access to our engaged community of over 38,000 Facebook followers, 3,500+ monthly e-newsletter recipients, and 14,000+ monthly website visitors.

As the sole animal shelter in Washington County, we are dedicated to caring for thousands of animals annually, and your support is crucial to our success. With your help, we can continue our important work and save more lives.

Please find the sponsorship packet for the 2026 Polar Bear Plunge attached. I hope you will consider joining us as a sponsor for this impactful event. If you have any questions or need further information, feel free to reach out to me.

Thank you for considering this opportunity to make a difference in our community. We look forward to the possibility of partnering with you for this incredible event!

Warm regards,

Julie Draper
Events and Corporate Partnership Manager
jdraper@hswcmd.org
301-733-2060 ext. 242



**HUMANE
SOCIETY**
of Washington County

Proudly Presents



10:30 am: Check-In Begins

12:00 pm: Plunge!

Greenbrier State Park, Boonsboro, MD

Extreme Weather Date: January 11, 2026

Why Sponsor HSWC?

The funds raised for HSWC at our annual events like Polar Bear Plunge help us provide care for thousands of animals each year. Your financial support ensures our ability to provide care for our shelter animals, fund community spay and neuter programs, and support many other programs and services benefitting the residents of Washington County.

- Americans are more likely to reward companies for their support of local and social issues
- 89% of Americans say they have an increasingly positive image of companies that support a cause they care about*
- 77% of Americans feel a strong emotional connection to purpose-driven companies**
- 90% of shoppers are likely to switch to a cause-branded product**

Direct Benefits for Your Company



INCREASED
VISIBILITY AND
BRAND AWARENESS



CORPORATE
PHILANTHROPIC
RECOGNITION



ENHANCED PUBLIC
RELATIONS AND
COMMUNITY GOOD-WILL

*According to the 2019 Porter Novelli/Cone Purpose Biometrics Study

**According to a 2018 Gartner Oconoculture Study

SPONSORSHIP OPPORTUNITIES

GLACIER SPONSOR

(Lead Event Sponsor; only 1 available)

- Team of up to 12 participants
- Logo as lead sponsor on printed event materials & t-shirts
- Mention as lead sponsor in all event related Press Releases
- 12 mos. promotion in e-Newsletter & HSWC Website
- Mention as lead sponsor on Facebook posts and media interviews
- Sponsorship announcement at event
- Designated area for promotional material
- Company acknowledgement in HSWC Lobby for 12 months
- Company banner displayed at event entrance (banner provided by sponsoring company)
- Thank you in post-event Letter to the Editor

YOUR INVESTMENT: \$10,000

TUNDRA SPONSOR

- Team of up to 10 participants
- Logo on signage at event & t-shirts
- Logo on event promotional materials after sponsorship commitment
- Press release announcing sponsorship
- 10 mos. promotion in e-Newsletter & HSWC Website
- Mention on social media posts
- Sponsorship announcement at event
- Designated area for promo materials
- Company acknowledgement in HSWC Lobby for 12 months
- Company banner displayed at event entrance (banner provided by sponsoring company)
- Thank you in post-event Letter to the Editor

YOUR INVESTMENT: \$5,000

BLIZZARD SPONSOR

- Team of up to 8 participants
- Logo on signage at event & t-shirts
- Logo on event promotional materials after sponsorship commitment
- Mention in press release as sponsor
- 8 mos. promotion in e-Newsletter & HSWC Website
- Mention on social media posts
- Sponsorship announcement at event
- Designated area for promo materials
- Company acknowledgement in HSWC Lobby for 12 months
- Company banner displayed at event entrance (banner provided by sponsoring company)
- Thank you in post-event Letter to the Editor

YOUR INVESTMENT: \$2,500

SPONSORSHIP OPPORTUNITIES

ARCTIC SPONSOR

Option 1: Women's Warming Tent

Option 2: Men's Warming Tent

Option 3: Costume Judging Pavilion

- Team of up to 6 participants
- Logo on signage at event & t-shirts
- Logo on event promotional materials after sponsorship commitment
- 4 mos. promotion in e-Newsletter & HSWC Website
- Mention on social media & event page
- Sponsorship announcement at event
- Designated area for promo material
- Company Acknowledgement in HSWC Lobby for 12 months
- Company banner displayed at event entrance (banner provided by sponsoring company)
- Letter to the Editor: post-event thank you

YOUR INVESTMENT: \$1,500

DEEP FREEZE SPONSOR

(MULTIPLE AVAILABLE)

- Team of up to 4 participants
- Logo on t-shirts
- Logo on event promotional materials after sponsorship commitment
- 3 months promotion in e-Newsletter & HSWC Website
- 3 months promotion under Gallery of Sponsors on HSWCMD.org
- Mention on Polar Bear Plunge Event Facebook page
- Sponsorship announcement at event
- Designated area for promotional material

YOUR INVESTMENT: \$1,000

ICE CAP SPONSOR

(MULTIPLE AVAILABLE)

- Logo on t-shirts
- 1 month promotion in e-Newsletter & HSWC Website
- 1 month promotion under Gallery of Sponsors on HSWCMD.org
- Mention on Polar Bear Plunge Event Facebook page
- Sponsorship announcement at event

YOUR INVESTMENT: \$500

TIP OF THE ICEBERG SPONSOR

(MULTIPLE AVAILABLE)

- Name only on t-shirts
- Mention on Polar Bear Plunge Event Facebook page
- Sponsorship announcement at event

YOUR INVESTMENT: \$250

Sponsorship Exposure

BENEFITS	GLACIER \$10,000	TUNDRA \$5,000	BLIZZARD \$2,500	ARCTIC \$1,500	DEEP FREEZE \$1,000	ICE CAP \$500	TIP OF THE ICEBERG \$250
Mention on event Facebook Posts	✓	✓	✓	✓	✓	✓	✓
Event Sponsorship Announcement	✓	✓	✓	✓	✓	✓	✓
Logo on T-shirt	Large	Medium	Medium	Medium	Small	Small	Name only
e-Newsletter and Website Promotion	12 Months	10 Month	8 Months	4 Months	3 Month	1 Month	
Participant spots	12	10	8	6	4		
Company acknowledgement in HSWC Lobby 12 months	✓	✓	✓	✓			
Area at event for promotional materials	✓	✓	✓	✓			
Letter to the Editor: Post Event Thank You	✓	✓	✓	✓			
Sponsor name on an area at event	✓	✓	✓	✓			
Press Release announcing sponsorship	✓	✓	✓				
Radio Promotions	✓	✓					
Logo on Printed Event Material	Lead	Supporting					



200+
POLAR BEAR
PLUNGE ATTENDEES



38,000+
FACEBOOK
FOLLOWERS



14,000+
MONTHLY
WEBSITE VIEWERS



3,500+
NEWSLETTER
SUBSCRIBERS

Polar Bear Plunge Sponsor Commitment Form

CONTACT INFORMATION

Business Name: _____

Point of Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

SPONSORSHIP LEVEL

____ \$10,000 Glacier ____ \$5,000 Tundra ____ \$2,500 Blizzard ____ \$1,500 Arctic

____ \$1,000 Deep Freeze ____ \$500 Ice Cap ____ \$250 Tip of the Iceberg

PAYMENT INFORMATION

- Enclosed is my sponsorship check in the amount of \$_____ (*check payable to HSWC*)

- Charge my credit card: Name: _____

Address: _____

City/State/Zip: _____

Card Type: MasterCard Visa AmEx Discover

Card Number: _____

Expiration Date: _____ Security Code: _____

- Please send an invoice to the attention of: _____

In order to be included on the event t-shirt, please email a high resolution copy of your company logo to jdraper@hswcmd.org by December 10, 2025.



HOW TO BUILD A POLAR BEAR TEAM

1. **Team Leader-** Pick a team leader for your team.
2. **Register-** The team leader and all team members must register individually and select their shirt size. Register at: www.hswcmd.org/polar-bear-plunge
3. **Fundraising Page-** The team leader should create a fundraising page on behalf of the team. Instructions are below. (To receive team credit for donations, Individual team members should not create their own fundraising page.)
4. **Templates & Sharing-** The team leader will share email templates and page links with the team that can be used to request donations.
5. **Team Roster-** To be considered for the largest team award or most team fundraising, **email a team roster to jdraper@hswcmd.org by January 2, 2026.**

HOW TO BUILD A TEAM FUNDRAISING PAGE

1. **Team Leader-** The team leader creates a fundraising page by using the link provided in their registration confirmation email.
2. **Account Name-** Choose “Organization” instead of “Individual”. In the “Organization Name” field enter team name followed by a dash and the team leaders full name. For example: Frosty Paws-Joe Smith
3. **Edit-** Edit the photo and text for your team account to your liking and save. Look for the “Edit Page” link at the top of page.
4. **Templates & Sharing-** Once the team fundraising page has been created go to “Donor Ask Templates”. You can find this at the top of your fundraising page. Copy the text for “Email” and paste it in an email to your team members. This text includes links to your fundraising page. Team members can now share this text in an email to their contacts requesting donations.
5. **Main Page Link-** Donors can also find your fundraising page by going directly to the main page; www.hswcmd.org/polar-bear-plunge. Scroll down and click “Support A Plunger”. This will take you to the main fundraising page. Donors will then scroll down until they find the team or person they would like to donate to.



POLAR BEAR TEAM ROSTER

Team Name:	
Team Leader:	

Team Roster

1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

- Email team roster to jdraper@hswcmd.org by January 2, 2026
- Use additional pages if you have more than 10 team members