

**Special
Olympics**
Alabama



**LAW ENFORCEMENT
TORCH RUN[®]**
FOR SPECIAL OLYMPICS

PELHAM POLAR PLUNGE

Sponsorship Proposal

Dive into compassion and sponsor the 2026 Pelham Polar Plunge to transform the lives of Special Olympics Alabama athletes.

January 17, 2026



■ About the Event



The Pelham Polar Plunge is an annual Law Enforcement Torch Run event that supports Special Olympics Alabama athletes. It is hosted by the Pelham Police Department and takes place at Double Oak Lake at Oak Mountain State Park.



■ About the Movement

For over 50 years, Special Olympics has been building a movement to break down barriers - both on and off the field - through the power of sport.

In 1981, what started as a spark became the roaring flame known as the Law Enforcement Torch Run for Special Olympics. Law enforcement officers around the globe have raised awareness and more than \$1 billion for the cause.

As Guardians of the Flame, we champion acceptance, inclusion, and equality for people with intellectual disabilities (ID).



■ Where do the Funds Go?

The funds raised each year by the Law Enforcement Torch Run for Special Olympics Alabama provide year-round sports training, competition, and leadership opportunities to more than 15,000 athletes in our state.

Each person who participates in the Pelham Polar Plunge demonstrates the most important part of the Special Olympics oath:

"Let me win. But if I cannot win, let me be **brave** in the attempt."



■ Reasons to Sponsor

You're not just supporting a one-time event. You are investing in the dreams and aspirations of thousands of Special Olympics athletes who rely on these programs for physical fitness, social interaction, and personal growth. Here are some key reasons to consider sponsoring our event:

01

Prominent Exposure: Your brand will be prominently displayed to a diverse and engaged audience, including participants, volunteers, and spectators, enhancing your community presence.

02

Corporate Social Responsibility: Your organization's commitment to philanthropy, social responsibility, and diversity, equity, and inclusion (DEI) will be recognized, strengthening your corporate image.

03

Team Building: Encourage your employees to engage in a fun and meaningful team-building experience as they support a great cause.

04

Networking Opportunities: Connect with other community-minded businesses and leaders who share your passion for giving back.

■ Sponsorship Options

There are several sponsorship levels and ways your company can benefit, including brand visibility, product placement, consumer engagement, and employee engagement. Here are the sponsorship tiers available for the Pelham Polar Plunge:

Sponsorship Benefits	Premiere \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$2,000	Champion <\$2,000
Company logo on all fundraising webpages & social media channels					
Company logo on all pre-event marketing and press materials*					
Company mentions and tags on social media					
Company logo on the official 2026 Pelham Polar Plunge long-sleeve tees & event banner*					 *
Event space at the 2026 Pelham Polar Plunge*					

*Size and placement of logo and event space are based on sponsorship level.

Champions receive recognition only on the event banner.

EXTENDED: Confirm your sponsorship by December 17, 2025, to guarantee a logo on the t-shirt.