

November 2016

Greetings:

The City of Waukegan and the Waukegan Park District are partnering for the **18th Annual Polar Bear Plunge** scheduled to take place on Sunday, January 1, 2017. Through the generosity of local businesses and organizations like yours, we are able to supply plunge participants with an event shirt, heated registration and changing tent, complementary hot chocolate, porta potty, and a dive team. Proceeds from this event will benefit the Special Recreation Services of Northern Lake County-Waukegan scholarship fund and athletic programs.

**Will you join our efforts and become a Sponsor?** You can make a straight donation, or have your patrons help you to achieve the minimum sponsorship of \$250. **For logos to appear on our limited edition 2017 event shirt and Pledging souvenir, banners and fliers, a \$250 sponsorship must be received by December 16, 2016.** Your consideration to support the event would be greatly appreciated.

**Seven ideas to help you raise your minimum donation:**

1. **Hold a 50/50 raffle.**
2. **Have a Trivia night with an entry fee.**
3. **Sell \$1 donation cards.**
4. **Look for Brave Staff to become a Pledger and raise \$250 for your business.**
5. **Have a Pre-Plunge Party and raise funds with a small cover charge**
6. **Have a team of 8 or less pre-registered plungers to help cover your costs. These can be staff or patrons.**
7. **Bars/Restaurants can donate a \$100 gift certificate to be used at your establishment in 2017. This will be the prize for the largest donation from a pledging team. Then use any of the above methods to get the extra \$150!**

In 2016, over 350 people took the plunge into Lake Michigan with an attendance of over 1500 that came out to enjoy and observe the festivities. Media coverage the day of the event included newspaper reporters who ran feature articles in the Waukegan News-Sun, and the Daily Herald. ABC 7, Fox 31 & NBC 5 News was also on site and posted information about the event, including a video to its website.

Thank you for considering being a part of this positive community event. Please call me if you have any questions, I can be reached at (847) 360-4763. Make sponsorship donation checks out to:

**Waukegan Park District**

Attn: Kari Robinson  
2000 Belvidere Street  
Waukegan, IL 60085

Sincerely,

*Kari Robinson*

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Special Recreation Supervisor  
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