WAUKEGAN PARK DISTRICT

Plunge into the New Year with us!

The City of Waukegan and the Waukegan Park District are partnering for the **28th Annual Polar Bear Plunge** scheduled for Friday, January 1, 2027, at the Waukegan Municipal Beach. Through the generosity of local businesses and organizations like yours, we can supply plunge participants with an event shirt, warming tent for registration and changing, an on-site bathroom facility, and a professional dive team. Proceeds from this event will benefit the Special Recreation Services of Northern Lake County-Waukegan scholarships, programs, and services.

Polar Bear Plunge 2026 saw 600+ people take the plunge into Lake Michigan with an audience attendance of more than 1,000 that came out to enjoy and watch the festivities. Media coverage of the event in 2026 included feature articles in the Waukegan News-Sun, Lake County News-Sun, the Park District and City of Waukegan websites and Facebook pages, and more. ABC 7 Chicago and the Daily Herald covered the event on the day of and the Lake County News-Sun recapped the event on January 4.

Wondering what the proceeds from your event sponsorship support?

- **$250** equals 2 weeks of day camp for one child with a disability or 6 days of the HEART Day program for an adult with intellectual disabilities.
- **$500** equals one 6-week session of swimming lessons for 7 individuals with disabilities or 2 weeks of day camp for two children with a disability.
- **$1,000+** equals new basketball uniforms, assistance with hotel accommodations for athletes competing in the Special Olympics or State Tournaments, new equipment for the Adaptive Recreation Center, etc.

For more information, contact Maria Contreras at mcontreras@waukeganparks.org or (847)360-4798.

Sponsorships are a great way to contribute funds. You may send in your contribution by mail or it can be completed online using the QR code or going to the Polar Bear Plunge webpage at waukeganparks.org/plunge. See reverse side for donation levels and recognition.

Sincerely,

Maria Contreras

Maria Contreras
Communications Supervisor
Waukegan Park District

Take the plunge!

BECOME A SPONSOR



28TH ANNUAL WAUKEGAN

POLAR BEAR PLUNGE

JANUARY 1 • 10am
WAUKEGAN
MUNICIPAL BEACH

waukeganparks.org/plunge

Proceeds Benefit: Special Recreation Services of Northern Lake County

Partnership Between: Waukegan Park District; City of Waukegan Illinois

Anniversary Sponsor: bcu — You Belong Where Banking Is Better

Sponsorship Need to Know Information

For logos to appear on our limited edition 28th Anniversary 2027 event shirt and pullover, banners and promotional materials, a sponsorship must be received by Friday, December 11, 2026.

You can make a straight donation, or have your patrons help you to achieve the minimum sponsorship of $250. A portion ($25-50) of your $250+ sponsorship could be a gift certificate to your business that will be given as a prize to contest winners.

All participants (those taking the plunge) MUST register for the plunge and have a signed waiver turned in. Names & sizes must be received by 12/11 to receive shirts or sweatshirts on the day of the event.

Sponsorship Recognition	$250	$500	$1,000	$1,280
Recognition on event day booklet **and** general social media	✓	✓	✓	✓
Attire: 3 long-sleeved T-shirts, 3 event entries, and 1 hooded sweat shirt	✓			
Attire: 5 long-sleeved T-shirts, 5 event entries, and 1 hooded sweat shirt		✓		
Attire: 5 hooded sweatshirts & 5 event entries or 10 long sleeved shirts and 10 entries			✓	✓
Logo: General logo recognition on the back of event shirt and hooded sweatshirt	✓	✓		
Logo: Large prominent logo recognition on the back of event shirt & hooded sweatshirt			✓	
Logo: Large prominent logo recognition on right or left side of event shirt & hooded sweatshirt				✓