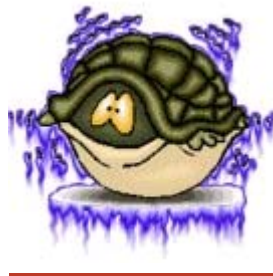


6th Annual
Sons of Ireland
Polar Bear Plunge



New Year's Day - 2008
Asbury Park Convention Center
Asbury Park, NJ

Sponsorship Opportunities

This year's charity recipients:



Who we are

The Sons of Ireland is a registered 501c-3 non-profit association dedicated to the principles of brotherhood, charity and community service.

The group was founded in 2002 with the specific intent of supporting worthy charities and causes in Monmouth County, New Jersey. All money raised will be split evenly between the following three highly deserving charitable organizations:

- **Special Olympics of NJ** - The Special Olympics of New Jersey is a non-profit organization that provides athletic training and competition for children and adults with intellectual disabilities. www.sonj.org
- **Clean Ocean Action** - A Sandy Hook, NJ based organization dedicated to keeping the coastal waters of New York and New Jersey free of pollution. www.cleanoceanaction.org
- **Campership of Monmouth County** – Campership of Monmouth County is an all-volunteer, non-profit organization serving the needs of the children of its home community. Campership raises funds to send disadvantaged and special needs children to camp in the summer. All contributions go directly toward enabling these children to have a beneficial summer camping experience. Monmouth County, NJ based organization which delivers music, food, gifts, financial support and friendship to those with the greatest need for the gift of human kindness during the holiday season and throughout the year.

Past Charities

- Holiday Express
- Challenged Youth Sports
- Clean Ocean Action
- Teddy's Fund
- The Wellness Community
- The Epiphany House
- The 9/11 Fund for the Education of Monmouth County Children

The Specifics!!

Date: January 1, 2009
Place: Asbury Park Convention Hall
5th Avenue Beach - Asbury Park, NJ
Registration: Online at www.sonsofireland.org

Pledges/Donations: Each Plunger is required to raise a minimum of \$100. Every plunger will be eligible for the following awards:

- \$100 - Polar Bear Plunge Hooded Sweatshirt
- \$500 - Turkish Cotton Bathrobe
- \$1000 - All Weather Gore Tex Jacket

Ask your friends, family, co-workers to make a pledge to honor your dip into the chilly Atlantic on New Year's Day!!!

Schedule of Events:

- 10am - 12 noon Check-in/Registration
- 12:30pm Bagpipe March from Boardwalk to Ocean
- 12:57pm National Anthem
- 1pm PLUNGE !
- 1pm - 3pm Food/Entertainment

MEDIA COVERAGE

Each year, the Sons of Ireland Polar Bear Plunge has been covered by local and statewide media outlets including the Asbury Park Press, The Today Show, WPIX - Channel 11, the Two River Times, The Hub. In addition, local radio station The Breeze has broadcast onsite live for 3 hours for the past 3 years. This year, our media coverage will be more comprehensive thanks to our public relations firm; Christine Burke Associates.

Sponsorship Opportunities

\$5000 “Convention Hall” Sponsor

- A plaque presentation during the ceremonies plus the opportunity to speak to the crowd.
- Prominent exposure in Convention Hall and on the Boardwalk including dominant Banner with your organization’s name/logo.
- Exhibit space in Convention Hall adjacent to Registration and Charities’ Booths to promote your business/organization.
- Logo will be included on the back of the Polar Bear Plunge hooded sweatshirt and prominently displayed on all advertising.
- 6 All Weather jackets, 10 robes and 10 sweatshirts included

\$2500 “Boardwalk” Sponsor

- A special “Thank you” during the ceremonies.
- Large Banner with your organization’s name/logo on the Boardwalk.
- Exhibit space on the Boardwalk to promote your organization.
- Logo will be included in all plunge advertisements.
- 3 All Weather jackets, 5 robes and 5 sweatshirts included.

\$1000 “Ocean” Sponsor

- Signage with your logo will line the Plunge assembly area.
- Logo will be placed on the event website and on a banner on the boardwalk.
- 1 All Weather Jacket, 2 robes and 2 sweatshirts included.

Whether you want to just dip your toe or make a big splash, we will customize a sponsorship package that meets both your budget and your marketing goals.

Sponsorship offerings include traditional benefits such as logo inclusion on Plunge materials, event signage, mention by our live Radio sponsor on Plunge day and an exhibit space but packages can also be tailored to include added value features such as corporate hospitality tents, web advertising and non-traditional promotional opportunities such as product sampling and sign-ups. Your sponsorship package will be created just for you based on your needs and marketing objectives.

For sponsorship inquiry, please contact Christine Burke at 732.688.8079 or cburkeassociates@comcast.net. In addition, you can direct inquiry to info@sonsofireland.net