

# Rotary D7120 Polar Bear Plunge Fundraiser

## Corporate Sponsorship Opportunities

Dear Valued Sponsor,

We invite you to support the [Rotary District 7120 Polar Bear Plunge Fundraiser](#). Last year, during our inaugural event, and thanks to the generosity of our corporate sponsors and participants, we netted over \$30,000. These funds were distributed among a variety of Rotary-supported initiatives across the Western Finger Lakes region.

This year's event will take place on **Sunday, April 12, 2026, at 11:30 a.m.** at [The Beachcomber on Conesus Lake](#) (5909 West Lake Road, Conesus, NY 14435).

Participants will brave the icy waters to raise funds, with net proceeds benefiting:

- Five Rotary-sponsored summer camps serving children with disabilities: [Rochester Rotary Sunshine Camp](#), [Camp Haccamo](#), [Camp Onseyawa](#), [Genesee Valley Rotary Camp](#), and [Camp Star](#)
- The top five fundraising Rotary clubs, recognized through the Rotary Club Challenge, supporting local initiatives in their respective communities
- The Rotex Rotaract Club budget, including scholarships that enable students of all socio-economic backgrounds to participate in international youth exchange programs
- The Youth-Oriented Micro-Grant Initiative, supporting local Rotary Clubs in expanding youth-focused programming within their communities

We are seeking corporate sponsors who wish to make a meaningful difference while gaining positive brand exposure and strengthening their connection to the local community.

### An Introduction to Rotary

Rotary is a global network of business and community leaders dedicated to service, ethical leadership, and strengthening communities both locally and internationally. Founded in 1905, Rotary today connects more than 1.4 million members worldwide who work to promote peace, fight disease, support education, and improve lives.

Here in Western New York and the Finger Lakes region, Rotary District 7120 includes more than 60 local clubs spanning from the Rochester metropolitan area to the Southern Tier and from Perry to Cayuga Lake. Our district is made up of over 2,000 Rotarians who lead community initiatives, support local nonprofits, invest in youth development, and partner with schools and civic organizations across the region.

District 7120 also supports youth leadership through Interact (high school level) and Rotaract (ages 18–35), helping build the next generation of service-minded leaders while maintaining strong international connections through Rotary Youth Exchange and other global programs.

Through this local network with global reach, Rotary continues to create meaningful impact at every level.

## Sponsorship Levels & Benefits

We offer multiple sponsorship levels designed to accommodate a range of contribution amounts while providing meaningful recognition and community visibility.

### ◆ **Bronze Sponsor (\$250+)**

- Company or organization name listed on the back of the event t-shirt
- One dedicated social media post (Instagram and Facebook)
- One (1) complimentary event t-shirt
- Signed certificate of appreciation following the event

### ◆ **Silver Sponsor (\$500+)**

- *One (1) event sign recognizing your sponsorship tier*
- *Company or organization name listed on our website*
- Company or organization name listed on the back of the event t-shirt
- One dedicated social media post (Instagram and Facebook)
- *Two (2) complimentary event t-shirts*
- Signed certificate of appreciation following the event

### ● **Gold Sponsor (\$1,000+)**

- *Two (2) event signs recognizing your sponsorship tier*
- *Organization logo featured on our website (with hyperlink)*
- *Organization logo displayed on the back of the event t-shirt*
- One dedicated social media post (Instagram and Facebook)
- *Four (4) complimentary event t-shirts*
- Signed certificate of appreciation following the event

### ● **Platinum Sponsor (\$2,500+)**

- *Opportunity to distribute co-branded merchandise at the event (logo guidelines available upon request)*
- *Verbal recognition throughout the event, including during live music and the awards ceremony*
- *Five (5) event signs recognizing your sponsorship tier*
- Organization logo featured on our website (with hyperlink)

- *Large* organization logo displayed on the back of the event t-shirt
- One dedicated social media post (Instagram and Facebook)
- *Ten (10)* complimentary event t-shirts (alternative benefits available upon request)
- Signed certificate of appreciation following the event

We welcome the opportunity to collaborate on a customized sponsorship package that aligns with your company’s goals, marketing objectives, and community engagement priorities.

### Why Partner With Us?

By sponsoring the Rotary District 7120 Polar Bear Plunge, your organization will directly support impactful local and youth-focused initiatives while gaining meaningful visibility within the Western New York and Finger Lakes community.

In addition to contributing to a well-established and growing charitable event, sponsors benefit from brand exposure through event signage, apparel recognition, social media promotion, and website visibility. Sponsors also have the opportunity to engage directly with participants and attendees, strengthening community relationships and reinforcing their commitment to service and local investment.

If you are interested in becoming a corporate sponsor, please contact Thomas May or Cora Woloson for more information. We appreciate your consideration and look forward to partnering with you to make this event a continued success.

Corporate Sponsorship Cheques can be made out to the “**Newark Rotary Foundation**”, a 501(c)(3) tax-deductible organization. Receipts will be provided upon deposit.

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