



2022 Toronto Polar Bear Dip Sponsorship Package



On New Year's Day Toronto's bravest dippers will plunge into Lake Ontario for a fabulous cause on January 1, 2022.

10:00 a.m.

Sunnyside Beach in Toronto



#DareToDip #PolarBearDip @ToPolarBearClub @BoostForKids

All proceeds from The Toronto Polar Bear Club's annual fundraising event will assist children and teens who have experienced abuse and violence to be safe from harm.

For more information contact Nancy Cottenden at
cottenden@boostforkids.org

About the Polar Bear Club



The 16th Annual Polar Bear Dip has gained immense popularity since its 20 swimmer debut in 2005.

The Toronto Polar Bear Club was started in 2005 by three guys; Keith Jolie, Ian MacLeod, and Mike Bonneveld, who wanted to share their love of the Polar Bear Dip with Toronto and to raise funds for great charities that provide services to the people of Toronto. That first year they managed to convince 20 people to jump into Lake Ontario on January 1st. Now The Dip draws over 500 daring souls who take the plunge for a good cause.

The “club” is simply the collection of volunteers that donate their time and resources to pulling this event off every year.

To date, the event has raised half a million dollars for local charities.

**Hundreds of people make a splash for child protection
400 Dippers took the plunge in 2020.**

2020 Statistics

7 years old – 64 years old - Age range of female and male participants

35 years of age - Average age of participants

54% of dippers are male



About Boost Child & Youth Advocacy Centre



Boost Child and Youth Advocacy Center is an amazing organization in Toronto that answers the call when a child or youth under 18 is the victim of sexual abuse, physical abuse, emotional abuse, or neglect. Boost CYAC offers a number of direct services to children and youth including: trauma assessment, therapy, court preparation for child witnesses as well as primary prevention and public education programs.

Keeping children safe 365 days a year is a commitment requiring daily support and a community effort.

For the children who come to Boost CYAC seeking help and relief, safety is:

- An interview with a police officer in regular clothing who is specially trained to talk to children;
- One centre with a coordinated team of experts;
- An advocate for support and guidance;
- A reassuring dog that joins children testifying in court and helps alleviate the fear of facing their abuser.

Toronto Polar Bear Club is proud to support their efforts across the city especially as they work to expand their reach. For more information visit www.boostforkids.org



Globe and Mail

Excerpt from January 1, 2021.

Crowds are discouraged from gathering as people plunge into icy Canadian waters to ring in 2021, but the pandemic hasn't frozen the charitable spirit behind the annual events.

Organizers of "polar swims" across the country are inviting people to participate in COVID-friendly dips with backyard adaptations or physically distanced events.

Keith Jolie said it's disappointing that the usual crowd of more than 400 swimmers – and even more spectators – can't gather on Toronto's Sunnyside Beach this year.

But Toronto Polar Bear Club is encouraging people to share videos of their own jaunts to the nearest body of water – be it Lake Ontario or an ice-filled tub – along with a donation to Boost For Kids, a local child advocacy charity.



TV Coverage

Salma Ibrahim from CBC Toronto took an early dip to promote the event. <https://rb.gy/fcdhxp>

CBC National News

<https://rb.gy/6thyou>

Inspiring photos from Toronto's annual New Year's Day Polar Bear Dip



The Daily Hive

Jan 1 2019, 9:26 pm

Every year – likely while you're suffering through a champagne hangover – hundreds of Torontonians gather at the edges of Lake Ontario to throw themselves into the freezing cold water in an attempt to start the year off actually feeling something in their lives.

We kid.

The exhilarating 2019 edition took place on a beautiful New Year's Day at Sunnyside Beach and saw a lot of costumes, smiling people, and cold weather

reactions when all the clothing came off.

The inspiring plunge helps raise money for charities, and has done so since 2005.

Numbers are trickling in. It looks like over \$33,000 raised today! Thanks everyone on behalf of Boost for Kids!

— Toronto Polar Bear (@TOPolarBearClub) January 1, 2019. After checking out these photos, maybe you'll see the power in signing up for the coolest way to start your 2020. Until then, stay warm out there, Toronto.



\$25,000 – Title Sponsor Exclusivity

Sponsorship Includes:

- Private exclusive behind the scenes tour of the new Boost CYAC facility.
- Event presented by company alongside the Polar Bear Dip logo.
(This opportunity exclusive to title sponsor only)
- Prominent company logo placement at The Dip.
- Prominent company logo on winter hats provided to all dippers.
- Verbal acknowledgement and recognition in opening remarks as title sponsor.
- Prominent company logo inclusion on digital media.
- Prominent company logo recognition by Boost CYAC on their donor board at the Boost Centre.
- Company logo recognition on Boost CYAC website and in annual report.

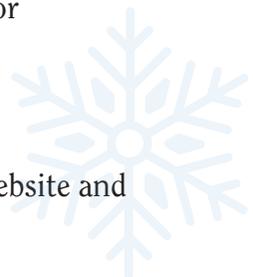
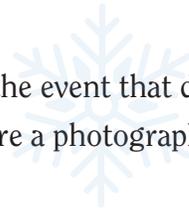


\$7,500 – Polar Bear Dip Photo Sponsor

A customized ice sculpture is designed and carved for the event that dippers and spectators can pose with for photos. With your sponsorship we will hire a photographer and use a drone to capture pictures of the event.

Sponsorship Includes:

- Private exclusive behind the scenes tour of the new Boost CYAC facility.
- Prominent company logo placement by the ice sculpture
- Verbal acknowledgement and recognition in opening remarks for photo sponsor
- Opportunity to include company logo on the pictures that are given to dippers
- Prominent company logo inclusion on digital media
- Company logo recognition on Toronto Polar Bear Club website, Boost CYAC website and in annual report





In-Kind Opportunities

Our dippers want a great experience while they are at The Dip. The target audience for The Dip is (7 years old – 64 years old) giving your company a great opportunity to connect with new prospects or thank loyal customers.

- Donate a keepsake item that has your company logo along with the Polar Bear Dip and Boost CYAC logos such as a beach towel, hat, or scarf.



Employee Engagement Opportunities

1. Register a Corporate Team

- Motivate company staff and executives to do The Dip for a great cause
- Fundraise \$10,000 as a team

2. Recruit staff to volunteer to work The Dip

- Event day help needed - four hours max on New Year's Day. Jobs include registration, check in for pre-registered dippers, crowd control, photography
- Pre-event help needed – staff with skills in areas such as event management, social media, public relations or marketing who are willing to volunteer a few hours prior to help with marketing, participant recruitment and communications about The Dip are appreciated.