



BOOST CYAC Polar Bear Dip Sponsorship Package



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

**January 1, 2024, 12:00 PM
Sunnyside Beach in Toronto**



#DareToDip @BoostForKids

All proceeds from annual fundraising event will support Boost CYAC's mission that every child deserves to be safe.

For more information, contact Lauren Bondar
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About the Polar Bear Dip



The 19th Annual Polar Bear Dip has gained immense popularity since its 20 swimmer debut in 2005.

Founded 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 700 daring souls who take the plunge to support Boost Child & Youth Advocacy Centre.

Hundreds of people make a splash to help child abuse victims. 700 Dippers took the plunge in 2023.

Dipper 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 incredible 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 all under one roof, 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.

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.



\$15,000 – Title Sponsor Exclusivity

Sponsorship Includes:

- Private exclusive behind the scenes tour of the new Boost CYAC facility.
- Event presented by company alongside the Boost CYAC 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 acknowledgment and recognition in opening remarks as title sponsor.
- Prominent company logo inclusion on digital media.
- Company logo recognition on Boost CYAC website and annual report.

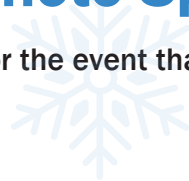


\$7,500 – Polar Bear Dip Photo Sponsor

A customized ice sculpture is designed and carved for the event that dippers and spectators can pose with for photos.

Sponsorship Includes:

- Private exclusive behind the scenes tour of the new Boost CYAC facility.
- Prominent company logo placement by the ice sculpture.
- Verbal acknowledgment and recognition in opening remarks for photo sponsor.
- Prominent company logo inclusion on digital media.





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.

