



13th Annual PENGUIN PLUNGE



SUNDAY, FEBRUARY 5th, 2012 · HAMPTON BEACH

Join Masters of Ceremonies WMUR-TV 9's Chief Meteorologist Mike Haddad, and Mark Ericson and Karen Kiley of WOKQ's Morning Waking Crew as they welcome new and returning Penguins to the 2012 Plunge.

What Is The Penguin Plunge?

The Penguin Plunge is a fundraising event entering its thirteenth year. A Plunger agrees to plunge into the Atlantic Ocean at Hampton Beach on February 5th and solicits support from friends, business associates, family, employers, etc., to raise a minimum of \$350 to benefit Special Olympics New Hampshire.

THE REGISTRATION PROCESS

There Are Two Ways To Register!

- Log onto www.sonh.org
- Mail completed form with \$50 registration fee to SONH.

Each registered Plunger is entitled to two complimentary wristbands - one for you and one for a guest. Up to two additional wristbands are available for purchase at \$20 each.

Register by January 9th and receive an EARTHTEC fleece headband!



Why Should I Do It?

In addition to receiving various material incentives (check out www.sonh.org for more information) and having a great time, participating in the Penguin Plunge allows you to contribute to a great cause. The money raised from the Penguin Plunge provides needed funding for Special Olympics New Hampshire. Special Olympics provides statewide, year-round sports training and athletic competition for 3,576 athletes and unified partners. Athletes learn important physical and social skills that carry over to school, home and work. Self-image and pride are enhanced by the success of meeting goals. Furthermore, athlete's families have the opportunity to see their son, daughter, brother or sister succeed in an athletic environment where they earn respect for their abilities.

Want to Join the Fun without braving the icy cold?

Register as a Non-Plunging Participant and receive a premium view of the Plunge

Don't want to go it alone?

Get four or more of your friends to Plunge with you and form a Flock!

Plungers must be at least 15 years old.

Plungers and their guests may make arrangements to stay at The Ashworth by the Sea Hotel by calling (800) 345-6736

Raising The Money

For the required \$350 minimum, Plungers receive the **Basic Plunge Package** including:

- Two wristbands to the Post Plunge Lunch & Celebration
- A Fleece Zip Up Hoodie with the Penguin Plunge logo

Plungers who raise more than the minimum amount will receive a gift card of their choice for the following monetary values.

CHOOSE FROM:

- \$ 500 \$ 50 GIFT CARD
- \$ 750 \$ 75 GIFT CARD
- \$1000 \$100 GIFT CARD
- \$1500 \$150 GIFT CARD
- \$2000 \$200 GIFT CARD
- \$3000 \$300 GIFT CARD



HOW TO DO IT:

Create a fundraising webpage by visiting www.sonh.org where donors can contribute to your Plunge online with a credit card.

Email the link to your entire contact list and share it on Facebook

RAISE \$750 IN A WEEK

- Day 1 Support yourself. \$50
- Day 2 Ask 4 family members for \$50 each \$200
- Day 3 Ask 10 friends to contribute \$25 each \$250
- Day 4 Ask 4 co-workers to contribute \$20 each. \$80
- Day 5 Ask 4 neighbors to sponsor you for \$20 each \$80
- Day 6 Ask 4 people, your church, club, or sports team to contribute \$10 each \$40
- Day 7 Ask your boss for a company contribution of \$50

BONUS: Raise \$750 & Receive a Limited Edition 2012 Plunge Ogio Backpack!



Special Olympics
New Hampshire

Special Olympics New Hampshire, 650 Elm Street, Manchester, NH 03101, Phone (603) 624-1250 x28, Fax (603) 624-4911. For more information, contact Rachael Nicolaou at RachaelN@sonh.org. www.sonh.org

Tues., January 31st, 2012

- 1:00-7:00pm SONH Offices,
650 Elm St., Manchester
- 2:00-7:00pm Nashua Police Dept.,
0 Panther Dr., Nashua
- 2:00-7:00pm Applebees,
4 Sanborn Rd., Tilton

Wed., February 1st, 2012

- 1:30-6:30pm Keene Parks & Recreation,
312 Washington St., Keene
- 2:00-7:00pm EARTHTEC,
140 West Rd., Portsmouth

Fri., February 3rd, 2012

- 2:00-7:00pm Ashworth By the Sea,
295 Hampton Blvd.
Hampton Beach

Sat., February 4th, 2012

- 9:00-11:00am Ashworth By the Sea,
295 Hampton Blvd.
Hampton Beach
- 7:00-9:00pm Pre-Plunge Party
Ashworth By the Sea,
295 Hampton Blvd.
Hampton Beach

Sun., February 5th, 2012

- 9:00-11:00am Ashworth By the Sea,
295 Hampton Blvd.
Hampton Beach

CHECKING IN

All Plungers and Non-Plunging Participants must check in before 11am on Sunday, February 5th. Avoid long lines on Sunday by attending one of our early check in sites

AT CHECK IN, YOU WILL:

- Turn in the funds raised
- **SIGN A WAIVER**
 - If you are under 18, your parent /guardian must sign on your behalf
 - The waiver is available at www.sonh.org
- Receive your wristbands for access to the Casino Ballroom & Beach
- Get your basic plunge package & additional incentives
- Purchase additional lunches (first-come-first-serve)

THE DAY AT THE BEACH

- SUNDAY - FEBRUARY 5th

- 9:00-11:00am Check-in
- 11:30am Costume Parade
- 12:00pm Plunge!**
- 12:30pm Post Plunge Lunch & Celebration
- 1:30pm Awards

**Plunge will be held
rain, snow or shine!**

AWARD CATEGORIES

Peerless Penguin

Individual Plunger who raises the largest amount of money.

Peerless Flock

The Flock (with a minimum of five members) that has the highest dollar average raised per plunger in their Flock.

Most Distinguished Penguin

Individual Plunger wearing the best costume.

Most Distinguished Flock

Flock of Plungers with the best costumes.

Super Flock Award

For the Flock that raises the most money to support Special Olympics.

Flock of Excellence Award

For the flock that makes an exceptional contribution to the Plunge through their spirit, loyalty and fundraising.

Biggest Non-Plunging Participant

Individual Non-Plunging Participant who raises the largest amount of money.

Tips for Flock Leaders

- Every Plunger is required to sign a waiver
- Plungers under the age of 18 must have their waiver signed by a parent or guardian
- A "Flock" consists of 5 or more Plungers or Non-Participants
- Check in as a flock and you can share funds between Plungers
- Check out the Award Categories to help motivate your flock to raise funds

BE SURE TO LIKE
SPECIAL OLYMPICS NH
ON FACEBOOK





PENGUIN PLUNGE SUNDAY

— 2012 Penguin Plunge Registration Form —

I am a Plunger I am Non-Plunging Participant

Flock Name _____ (5 or more plungers and/or non-plunging participants)

I am the Flock Leader Yes No If no, Flock Leader name: _____

I am not part of a Flock

— REGISTRATION TYPE —

- Plunger / Non-Plunging Participant (\$50)
- Plunger / Non-Plunging Participant & Complimentary Guest (\$50)
- Plunger / Non-Plunging Participant, Complimentary Guest & 1 Additional Guest (\$70)
- Plunger / Non-Plunging Participant, Complimentary Guest & 2 Additional Guests (\$90)

— INCENTIVE CHOICE —

Irving / Circle K Applebees Wal-Mart

Basic Plunge Package: Fleece Zip Up Hoodie I would like to donate my incentives back to SONH

Size: S M L XL XXL 3XL 4XL

How many Plunges have you participated in, including this one? _____ **GENDER** Male Female

Name _____ Date of Birth _____

Email Address Home Work Phone Home Work

Address Home Work

City _____ State _____ Zip _____

Please send me more information on SONH & upcoming events via email. Yes Other, please specify _____

I would like to donate _____ percent of my funds to the Local Program(s), up to three:

I understand that by submitting a Registration Form and \$50, I agree to raise the minimum of an additional \$300 (total of \$350) to participate in the Penguin Plunge.

My Check for \$ _____ is enclosed. Charge my: Visa / MC / AmEx / Discover

Account # _____ Exp. Date _____ Security Code _____

BILLING NAME AND ZIP CODE (IF DIFFERENT FROM ABOVE) _____

Signature _____ Date _____

Make checks payable to: Special Olympics New Hampshire and mail with form to
650 Elm Street, Manchester, NH 03101 or fax to (603) 624-4911
For more information, contact Rachael Nicolaou at RachaelN@sonh.org, or call (603) 624-1250 x28 ~ www.sonh.org

