

Date

Name

Address

City, State Zip



Dear <Insert Name>:

On behalf of this year's Polar Plunge®, I have a proposal for you. But first, I'll provide a brief overview of the event.

The Polar Plunge® (presented by the Law Enforcement Torch Run) is an icy dip into freezing waters in order to raise money to benefit Special Olympics Montana athletes. In order to participate, plungers must raise at least \$125 in order to have the "privilege and honor" of taking the plunge.

With that said, we are in the process of recruiting plungers to participate, help raise money and raise excitement about this year's plunge. And we are in fact hoping that you and some of its employees will participate, but with a twist of competition.

Our proposal is this: <you and \_\_\_\_\_> will both create teams. Each team will compete to see which group is able to raise the most money. The team that raises the most money wins and the prize for winning being the pleasure of seeing the losing team take the plunge into the cold water.

Not only will your business and teams be participating in a friendly competition, but your efforts will directly benefit Special Olympics athletes.

If you are interested in participating in this year's "Polar Challenge," please let me know. We would love to have your businesses participation. For more information, please feel free to call me at <phone> or email me at <email>.

I look forward to hearing from you and I will be in touch.

Talk with you soon,

<Plunger Name>



[Special Olympics Montana](http://www.somt.org)

710 1<sup>st</sup> Ave N, Great Falls, MT 59401 **Tel** (406) 216-5327 / (800) 242-6876 **Fax** (406) 454-9043

**www.somt.org** **Email** info@somt.org **Twitter** @SO\_Montana

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