

Sea Isle City
23rd Annual Polar Bear Plunge
Presidents Day Weekend
February 17, 18, 19 2017



The 23rd Annual Sea Isle City Polar Bear Plunge will be held Saturday February 18, 2017. The Sea Isle City Chamber of Commerce & Revitalization and The LaCosta Lounge strive to promote successful endeavors for on and off season special events. The Polar Bear Plunge was started by Irene Jameson, former Sea Isle City publicist, 23 years ago and has grown into an event that draws 45,000 tourists to Sea Isle City for this affair. For Information on the event go online to lacosta-seaislecity.com

We are presenting an opportunity for many businesses, such as yours, to participate by advertising on the Long Sleeve Tee Shirts that each Polar Bear Plunger will receive when they sign in at the Polar Bear check in tent. The participant level has ranged from 1300 plungers to 2300 plungers, depending upon the weather. This is a great benefit to businesses making their names visible to Plungers, their families and the thousands of spectators watching the event. Participating businesses will see their names on event banners throughout the Tents at The LaCosta Complex.

We will be producing an official plunge program, which will provide a complete listing of entertainment and activities. The program will also include Safety Instructions and Plunging Rules and Regulations. This is an exclusive opportunity to reach thousands of wonderful people and future customers on full page advertisements throughout this program. Space is limited so please contact us immediately to reserve your space.

We invite you to advertise your business on the 2017 Polar Plunge Participant Long Sleeve Tee Shirt given to each Polar Bear Plunger and /or the Polar Bear Plunge Program advertising. Advertising space is limited and will be treated on a first come first serve basis.

If you are interested, please fill out the attached order form and submit it with your advertisement

Please do not hesitate to contact us regarding this exciting opportunity to advertise your business or event at our 23rd annual Polar Bear Plunge. The Polar Bear Plunge Hotline is (609) 263-3756. We look forward to your response regarding this event which is regarded as Sea Isle City's "Main Event".

Sincerely,

James Bennett

James Bennett
Event Organizer

Polar Bear Plunge Advertising Order Form

Fax Signed Form to (609) 263-2367 or Email form to lacostalounge@gmail.com

Plunge Tee Shirts

_____ \$2500.00 - per sleeve 1 to 3 inch Block Style or Cursive on a 2 foot sleeve

_____ \$500.00 - 1 inch Block Style or Cursive Lettering on the Back of the Long Sleeve Shirt

_____ \$250.00 - 1/2 inch Block Style or Cursive Lettering on the Back of the Long Sleeve Shirt

_____ \$150.00 - 1/25 inch Block Style or Cursive Lettering on the Back of the Long Sleeve Shirt

Plunge Program (Programs will be available throughout all plunge activities and the Sea Isle City Tourist Information Center)

_____ Full Page - \$250.00

_____ Inside Front or Back Cover - \$500.00

_____ Back Cover - \$1000.00

Give Us your Commitment today and we will bill you later! Checks should be made out to LaCosta Lounge.

Please strive for your ads to be camera ready. If you need us to put your ad together for the program, we will do it for \$50 and then provide the camera ready artwork back to you for other publications. You may choose to enclose a business card or the front of your menu.

T-Shirt artwork & logos will need to be provided in black & white. Grayscale images will not print.

Thank you,

LaCosta Complex
4000 Landis Ave. • Sea Isle City, New Jersey 08243 • (609) 263-3756 • lacostalounge@gmail.com • lacosta-seaisle.com