

# GET INTO THE COOLEST EVENT OF THE YEAR!

Plungapalooza '12 featuring the MSP Polar Bear Plunge XVI is just around the corner now on January 28, 2012! The Plunge is the single largest non-profit fundraiser in MD, turning Sandy Point State Park in Annapolis into THE PLACE TO BE in January. Hosting a crowd of 30,000 participants and spectators in 2011, this is one event you don't want to miss! Register as a vendor and/or corporate sponsor of Plungapalooza '12 today and be part of the *coolest* event of the year!

The Polar Bear Plunge Winter Festival features a HUGE heated festival tent with over 60 local and national vendor booths, great live entertainment, a Plunge food court, giant sand castle building, and a "Kid's Zone" complete with face painting, carnival games, inflatable fun and more!

With media attention beginning already thanks to WBAL-TV, 98 Rock and Comcast, this polar party will provide your company with both a great promotional opportunity and a chance to help over 10,000 MD athletes with intellectual disabilities.

**Reservations are on a first come, first served basis, so don't delay. Get your application in by December 1<sup>st</sup> for the lowest vendor fee!**

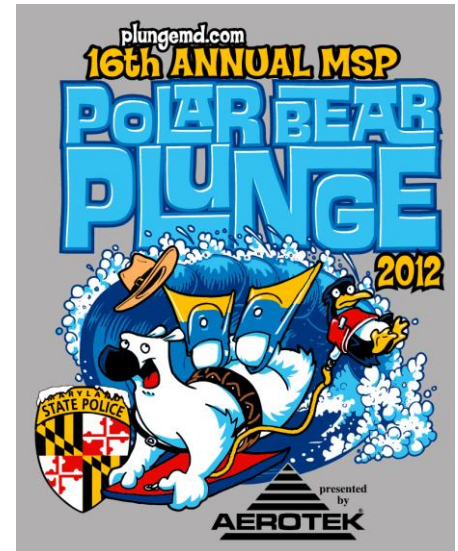
## Special Thanks to Our Sponsors:



Special Olympics  
Maryland

Be a fan.

Special Olympics MD  
3701 Commerce Drive,  
Suite 103  
Baltimore, MD 21227

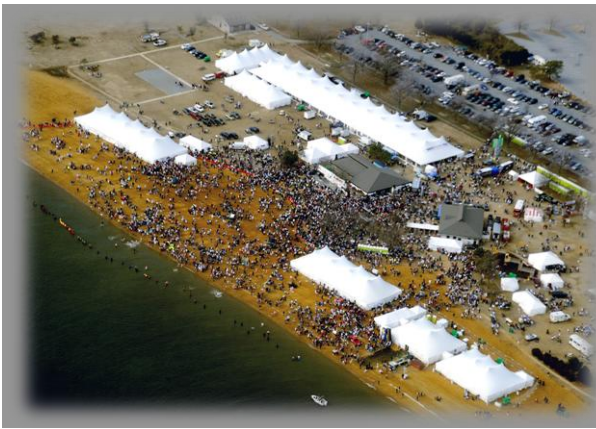


## VENDOR BROCHURE

January 28, 2012  
Sandy Point State Park

[www.PlungeMD.com](http://www.PlungeMD.com)





## QUICK FACTS

**Event:** 16<sup>th</sup> Annual MSP Polar Bear Plunge

**Date:** Saturday, January 28, 2012

**Location:** Sandy Point State Park Annapolis, MD

**Event Hours:** 8 AM – 5 PM

**Exhibitors:** 60+ Expected

**Attendance:** 30,000 Expected

**Vendor Move In:** Thursday, January 26th (9 – 5 PM)

**Admission:** Free to spectators, all plungers are required to raise \$50 in pledges

**Electrical:** Identify your needs on application, additional fee required

**Space:** Corporate vendors and crafters are provided a 10x10 space which includes one table and two chairs. Food vendors are provided a 10 x 20 ft. space.



**EVENT IS RAIN OR SHINE**



"We've been a vendor at the Polar Bear Plunge for the past 5 years. The number of people that show up to support the Special Olympics Maryland is amazing. And each year, we see the crowd (and our profits!) continue to grow. We wouldn't miss it!"

-Patrick Michael  
Sunshines Catering



"As a first year sponsor and vendor at the Polar Bear Plunge I had no idea what to expect from the event. Leading up to the Plunge, the staff at the Special Olympics was great to work with. They were very accommodating and helped to make some of my difficult booth requests a reality. The staff openly shared their experience and suggestions so we would be best prepared for Plunge Day. Their desire to assist each vendor to achieve their individual goal while producing a fun and festive environment was truly impressive."

-Tom Dougher  
Business Development Director  
Carnival Cruise Lines



Please Send

Application to:

MSP Polar Bear Plunge  
C/O Jackie Ispording  
3701 Commerce Drive,  
Suite 103  
Baltimore, MD 21227

VENDOR LIASION:

Jackie Ispording  
410-242-1515, ext. 113  
jisphording@somd.org

