



January 8<sup>th</sup>, 2021

Greetings,

PO Box 293  
Bemidji MN 56619  
218-444-4401

The Bemidji Jaycees are excited to host the 17<sup>th</sup> annual Bemidji Jaycees **BRRRmidji Plunge** to benefit local charities. This year we are running the BRRRmidji Plunge differently to adhere to the current Covid-19 safety guidelines. We will be choosing local “celebrities” to agree to jump in exchange for the charity of their choice receiving the most donations from members in the community. The “celebrity” with the most money raised will have to jump at our BRRRmidji plunge! To limit gathering, the event will be closed to the public but will be available on our social media.

This is a fundraising event that tests the nerve and heart of all participants as they jump into Lake Bemidji during the middle of winter! In the past we have donated money to the Bemidji Community Food Shelf, The Northwood’s Battered Women’s shelter and the Boys and Girls club in addition to many more. This year will be different as each “celebrity” will choose who they are raising money for. We will also be donating to all the charities that money was raised for, instead of just two like we have done before. The winning “celebrities” charity will receive a larger portion of the total money raised and the rest of the money will be equally split between the remaining charities.

We are seeking major event sponsors for the event and would be privileged to have you on board with us for this extremely popular, fun, and community minded event! Your sponsorship will help cover our costs of running the event and help us donate more back to our community. We would like to enter you into one of the following sponsorship levels:

**Ice Road Trucking (\$500)** – This is the highest level and we will include your **logo or company name on our BRRRmidji Plunge website page and social media**, any promotional material and prizes, if applicable, as well as on-site for the event along with **various other public “thank you’s”!**

**Park on the Lake (\$200)** – This entry level will feature **your logo or company name on our BRRRmidji Plunge website page and social media** and during the event mentioned by our on-site commentators.

**Snowmobile on the Ice (\$100)** –Your Company mentioned during the event by our on-site commentator.

**Ice Fishing (Amount of your choice)** –Thank you for your donation!

Our goal for the 17<sup>th</sup> annual BRRRmidji Plunge is to raise \$10,000.00 for our local charities. We know this event is extremely beneficial to those in need in our community and we are adapting our event to make sure we can still give back to our community. We will never meet that goal without the generous contributions from local businesses and the community. We would appreciate receiving any **sponsorships or donations by January 20<sup>th</sup>, 2021, in order to be included in our advertising efforts.** Please send these to:

**Bemidji Jaycees  
Attn: BRRRmidji Plunge  
PO Box 293  
Bemidji, MN 56619**

Thank you for your consideration and support. We look forward to having a successful event. If you should have any questions, please feel free to contact me. **Please remember to email your logo to be included in advertising to [bemidjiJaycees@gmail.com](mailto:bemidjiJaycees@gmail.com).** The BRRRmidji plunge will take place in February 2021.

Best regards,

Eva Fisher  
BRRRmidji Plunge Chairman  
218-766-8325