

The Courage  
**Polar Bear Dip**  
For World Vision



est. 1985  
[polarbeardip.ca](http://polarbeardip.ca)



# The Courage Polar Bear Dip For World Vision

World Vision

Dear Potential Supporter;

The time is fast approaching for the 34th annual Courage Polar Bear Dip for World Vision and we are asking corporate leaders in the community to help by showing their support.

This popular event began in 1985 with a handful of people in a Burlington backyard and has grown into the largest charity Polar Bear Dip in Canada raising over \$1,704,000 for clean water projects through World Vision Canada. While our 2018 event was unfortunately cancelled at the last minute due to safety concerns with the weather and the beach area, we were still able to raise over \$108,000 for clean water projects in Mali, Western Africa. We are excited to be back for our 2019 event and expect to see up to 700 people 'take the plunge,' while 5,000 spectators cheer them on.

Your contribution will help build wells that will bring clean water to thousands of people, provide improved sanitation facilities, teach proper hygiene and sanitation practices and allow vegetable and fruit trees to be planted around water sources to protect the environment and provide income to maintain the wells and hand pumps. Details on the different support levels are included in this package.

The Polar Bear Dip takes place on January 1 each year at Coronation Park in Oakville. It's a fun event for all involved and it attracts national media attention every year. With over 6 million media hits, the Courage Polar Bear Dip provides our supporters with considerable media exposure. Past corporate supporters include The Tenaquip Foundation, Megaloid, Campbell's Soup, Thermor, Oakville Hydro, Tin Cup Oakville, Moen, Union Gas, Keltic Transportation, Natures Call, Shoppers Drug Mart Third Line & Dundas, and Fox Home Entertainment. The 2017 event was covered in major national newspapers including the Toronto Star, the Globe and Mail, the Toronto Sun, and the Canadian Press; on national television including CTV, CBC, Global, and City TV and in community papers coast to coast. In 2008, the Dip was also filmed for a segment on the Rick Mercer Report.

Should you require any further information about the event or if you would like to discuss the opportunities above in more detail, please feel free to contact us.

Sincerely,

Todd Courage, Cofounder  
todd@courage.ca

Trent Courage, Cofounder  
trent@courage.ca



# The Courage Polar Bear Dip For World Vision

## EVENT INFORMATION AND HISTORY

**DATE** | Tuesday January 1, 2019  
**LOCATION** | Coronation Park in Oakville  
Lakeshore Rd. Between Third  
and Fourth Line

**TIME** | 12:30 pm - Registration and Live Music  
1:15 pm - Costume Contest  
1:55 pm - Prize Draws  
2:00 pm - Polar Bear Dip!  
3:00 pm - Post Dip Party at Tin Cup

### WHAT IS THE COURAGE POLAR BEAR DIP?

- ✓ The Courage Polar Bear Dip for World Vision is the largest charity polar bear dip in Canada.
- ✓ The event began in 1985 on a dare between family and friends and has now become an expected yearly tradition for hundreds of dippers and thousands of spectators at Coronation Park in Oakville.
- ✓ The 2019 Polar Bear Dip celebrates its 34th Anniversary and the 24th year of working with World Vision Canada to fund clean water projects around the world.

### WHERE DO THE PROCEEDS GO?

- ✓ Funds raised at the 2019 event will improve the health and safety of children by providing clean, healthy water in the Menkao community in the DRC (Democratic Republic of the Congo). New sanitation facilities and improved hygiene training will further reduce disease and help provide a better future for families.

### HOW CAN I HELP?

- ✓ Become a corporate supporter and take advantage of the exceptional media coverage the event provides each year. Supporter levels are included in this package.
- ✓ Become a Polar Bear! Dippers pay a \$25 registration fee and are encouraged to gather pledges from friends and family.
- ✓ Donate online at [www.polarbeardip.ca](http://www.polarbeardip.ca)

### FUNDS RAISED BY THE COURAGE POLAR BEAR DIP

**2018** | \$110,000 raised for Mali, Western Africa

**2017** | \$125,000 raised for Tanzania, Rwanda, Ghana and Mali

**2016** | \$140,000 raised for Gashora and Rugarama, Rwanda

**2015** | \$130,000 raised for Gashora and Rugarama, Rwanda. Our **30th** anniversary!

**2014** | \$140,000 raised for Gashora and Rugarama, Rwanda

**2013** | \$120,000 raised for Kahi, Rwanda

Our **MILLION DOLLAR DIP!** Over \$120,000 was raised, pushing us past our goal of One Million Dollars in total funds raised for World Vision since 1995!

**2012** | \$130,000 raised for Manonga, Tanzania

**2011** | \$150,000 raised for Manonga, Tanzania

**2010** | \$230,000 raised for Kahi, Rwanda

Our **25th** anniversary! With over 600 dippers, 5000 spectators and our generous sponsors, we broke all previous records and raised \$230,000 to complete the Kahi Water Project in Rwanda.

**2009** | \$55,000 raised for Kahi, Rwanda

**2008** | \$60,000 raised for South Darfur, Sudan



The 2008 event received added attention as a segment was filmed for The Rick Mercer Report.

**2007** | \$40,000 raised for the Kandiaye & Saré Yéroyel Communities in Senegal

**2006** | \$35,000 raised for the Masima community in Kenya

**2005** | \$120,000 raised for Tsunami relief (\$60,000 from event + \$60,000 match from Canadian government)

**2004** | \$20,000 raised for Costa Rica, Nicaragua, Zambia and Uganda

**2003-1996** | Over \$160,000 raised for developing countries including Nicaragua, Honduras and Tanzania



# The Courage Polar Bear Dip For World Vision

## SUPPORT LEVELS

### Become a **BRONZE** supporter for **\$500**

- ✓ Your company logo will be posted on [www.polarbeardip.ca](http://www.polarbeardip.ca) along with a link to your corporate website
- ✓ Your company will be mentioned on our social media sites

### Become a **SILVER** supporter for **\$1250**

- ✓ Your company name and logo will be printed on our 2019 series T-shirts (Logo Deadline: Dec 4 2018)
- ✓ Your company logo will be posted on [www.polarbeardip.ca](http://www.polarbeardip.ca) along with a link to your corporate website
- ✓ Your company logo will be strategically placed at the event for high visibility & mentioned on social media sites

### Become a **GOLD** supporter for **\$2500**

- ✓ Your company name and logo will be printed on our 2019 series T-shirts (Logo Deadline: Dec 4 2018)
- ✓ Your company logo will be posted on [www.polarbeardip.ca](http://www.polarbeardip.ca) along with a link to your corporate website
- ✓ Your company logo will be strategically placed at the event for high visibility & mentioned on social media sites
- ✓ Your company can set up a booth on event day in order to showcase your product/service to over 5,000 spectators and dippers

### Become a **PLATINUM** supporter for **\$5000**

- ✓ Your company name and logo will be printed on our 2018 series T-shirts (Logo Deadline: Dec 4 2018)
- ✓ Your company logo will be posted on [www.polarbeardip.ca](http://www.polarbeardip.ca) along with a link to your corporate website
- ✓ Your company logo will be strategically placed at the event for high visibility & mentioned on social media sites
- ✓ Your company can set up a booth on event day in order to showcase your product/service to over 5,000 spectators and dippers (includes distribution of promotional items)
- ✓ Your CEO/company representative will be invited to join Todd and Trent for high profile media opportunities on the day of the dip

## 2018 Supporters

Donations made by cheque payable to World Vision Canada are 100% tax deductible



South Oakville Centre



[www.polarbeardip.ca](http://www.polarbeardip.ca)



The Courage  
**Polar Bear Dip**  
For World Vision

MEDIA  
COVERAGE

Feature Television Segments



News Coverage



Print Media



# The Courage Polar Bear Dip

For World Vision



Polar Bear Participant: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

(Will only be used for Polar Bear Dip info)

**How Did You Hear About The Event?** (check all that apply)

Newspaper  TV/Radio  Lawn/Mobile Sign  Social Media  Other \_\_\_\_\_

Sponsor	Address	City/ Province	Postal Code	\$ Amount	Receipt Needed
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Money raised from this event will be donated to World Vision Canada | Charitable Registration #11930 4855 RR0001

Donations of \$20 or more are eligible for a tax receipt (please check box & enter full mailing address)

Please make cheques out to: **World Vision Canada**

Please include all cash and/or cheques with this form

Total Amount Raised \$ \_\_\_\_\_

Registration Fee \$25.00

Grand Total \$ \_\_\_\_\_

(PLEASE BRING EXACT CHANGE)

**Waiver** Courage Brothers Productions Inc. intends to hold The Courage Polar Bear Dip event for World Vision (the "Event") on January 1, 2019. I, along with others, will be provided with the opportunity to participate in the Event, which will include entering into and/or swimming in Lake Ontario. There are health risks associated with going into Lake Ontario. The temperature of the water and the surrounding environment may be extremely cold and the lake is polluted. I understand that I should consult my physician prior to engaging in this event. I understand that individuals who are pregnant; have poor cardiac functioning; are in poor health; are intoxicated; or suffer from seizures should not participate. I acknowledge such risks and voluntarily assume all risks associated in any way with participation in the Event. Further, I confirm that my choice to participate in the Event on January 1, 2019 is a free and informed choice. I further acknowledge that the Event may be photographed, filmed and/or videotaped.

NOW THEREFORE IN CONSIDERATION OF participation in the Event, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, on behalf of myself, my heirs, successors and assigns, hereby release and forever discharge Courage Brothers Productions Inc. and World Vision and their respective parent subsidiaries, affiliates, associates, related corporations, and their respective officers, directors, employees, volunteers, servants, agents and their successors and assigns jointly and severally from any and all actions, causes of action, contracts and covenants, claims and demands, whether express or implied for damages, indemnity, costs, interest, loss or injury of every nature and kind whatsoever and howsoever arising which I heretofore may have had, may now have or may hereinafter have in any way relating to injuries or damages suffered by me or to my property as a result of my participation in the Event.

Signature \_\_\_\_\_

[www.polarbeardip.ca](http://www.polarbeardip.ca)

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By signing this form I acknowledge that I have read and understood the above waiver

Parent or Guardian must sign for participants under the age of 18

January 1st 2019