



Communities
In Schools®

Cape Fear



Wrightsville PLUNGE

Plungin' for a Purpose

January 1, 2027

Presented by Communities In Schools of Cape Fear

About



The New Years Day event features:

- Memorable Cold Plunge in the Atlantic Ocean
- Live music & entertainment
- Family-friendly activities
- Afterparty celebration

The Wrightsville Plunge is one of southeastern North Carolina's most exciting New Year's Day traditions, bringing together families, community leaders, local businesses, and supporters for an unforgettable experience benefiting students across New Hanover and Pender counties.

Each year, more than 1,700 plungers gather at Wrightsville Beach to take the Plunge in support of students facing barriers to success both inside and outside the classroom.



Most importantly, The Wrightsville Plunge funds basic needs and critical services for students ranging from academic assistance, mental health support and life skills.

Impact

CIS Cape Fear places staff directly inside high-need public schools, who work with vulnerable students and those with the greatest risk of dropping out.

CIS primarily serves “Title I” schools, which means the majority of students live in households near or below the poverty line. Last year, thousands of local students came to school facing barriers far bigger than homework: homelessness, food insecurity and mental health challenges.

We ensure they don’t face them alone.



**LAST YEAR, OUR 2,998
CASE-MANAGED STUDENTS...**

35,711

**STUDENTS AND FAMILIES SERVED
ACROSS PENDER & NEW HANOVER
COUNTIES LAST YEAR**



99%
Stayed in
school



94%
Graduated



86%
Improved
attendance



85%
improved
academics



Students who leave school early face significantly higher risks of:

- chronic unemployment
- incarceration
- poor health outcomes
- long-term economic instability

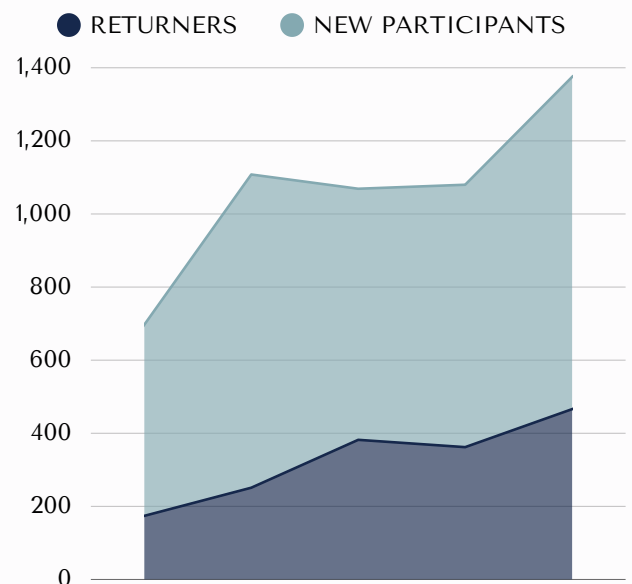
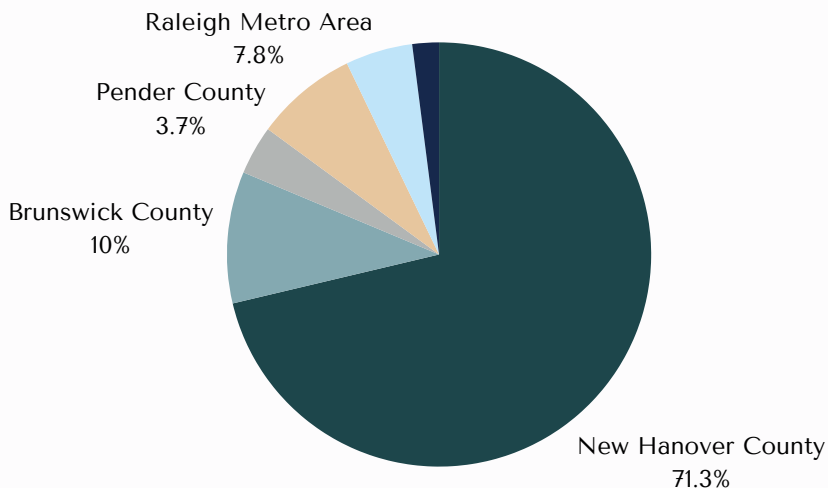
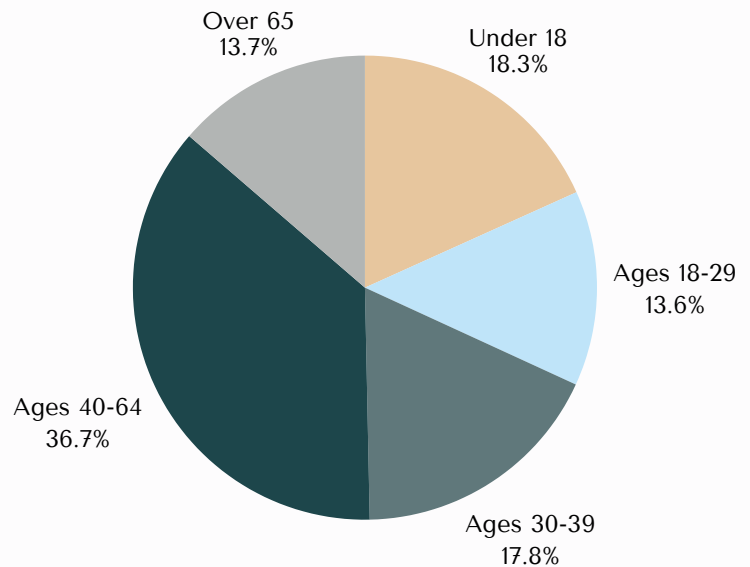
Your sponsorship helps students stay on track toward graduation and long-term success.

Audience & Reach

The Wrightsville Plunge offers companies a unique opportunity to:

- Align with the region's largest youth-serving nonprofit
- Reach thousands of local families and community members
- Showcase community leadership
- Create memorable brand experiences
- Invest in the region's future workforce

Our event audience has tripled in the past five years and continues to grow annually. Sponsors are not simply featured, they become part of the experience.



Participants in 2026: 1,700

Estimated spectators: 1,000

Email reach: 16,000

Website pageviews Nov 1-Jan 1: 21,300

Social media reach on both CIS & Full Send Pages

Pre-event media coverage by WECT, WWAY & Port City Daily

On location coverage by WECT, WWAY, WUNC, Star News, WHQR

Sponsorship



■ Presenting Sponsor (No Longer Available)

- Naming Rights. The CIS Wrightsville Plunge Presented By [Your Company]
- Exclusive VIP Hospitality tent with breakfast pre- plunge as well as 50 participant registration fees and 50 tickets to the afterparty
- Arch banner with your company logo for the inflatable entryway
- Opportunity to speak to guests on mic prior to the 2027 Plunge
- Option to create a custom social video promoting the partnership
- Mention of presenting sponsor in media releases and coverage
- Company logo on sponsor signage, on website, in event email communication and social media
- Company logo on top of event t-shirt

~~\$10,000~~

■ Premier Sponsor

- Co-create one interactive guest experience. Choose from a custom branded Warming Station, branded photo booth, or a branded New Year's Resolution Wall installation. Bring us your ideas!
- 15 participant registration fees and 15 tickets to the afterparty
- Company logo on sponsor signage, website, in event email communication and social media
- Company logo on event t-shirt

\$5,000

■ Champion for CIS Sponsor

- 10 participant registration fees and 10 tickets to the afterparty
- Company logo on sponsor signage, website, event email communication & social media
- Company logo on event t-shirt

\$3,000

■ Friends of CIS Sponsor

- 5 participant registration fees and 5 tickets to the afterparty
- Company name on event t-shirt

\$1,000

Thank You

Sponsorship level: _____

Company Name: _____

Company Address _____

Name of Contact Person: _____

Phone: (_____) _____ - _____

Email: _____

**Please email your
company logo & a copy
of this form to
info@CisCapeFear.org**



**Scan the QR code to be connected to our General Donation page for online
payment or mail a check to**

**Communities In Schools of Cape Fear
PO Box 398, Wilmington, NC 28402**



Thank you for your support!

CIS Cape Fear Tax ID# 20-3385755