

GELATIN

PLUNGE

TAKE THE PLUNGE, CHANGE A LIFE



PHOTOS FROM PREVIOUS YEARS



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ABOUT CHILDREN'S CANCER CENTER

The Children's Cancer Center is a non-profit organization dedicated to serving children and their families who are battling pediatric cancer or chronic blood disorders with emotional, financial, and educational support needed to cope with life-threatening illnesses.



OVER
5,000
CHILDREN AND FAMILY
MEMBERS SERVED



92%
TOTAL YEARLY
DONATIONS SPENT ON
FAMILY PROGRAMS

30
PROGRAMS AND SERVICES
for all members of the family,
through every step of their
cancer journey

98%
OF CHILDREN DIAGNOSED
with pediatric cancer in the
Tampa Bay area yearly benefit
from our programs and services

★★★★
CHARITY NAVIGATOR
The Children's Cancer Center has
received the highest rating from
Charity Navigator

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Started in 2013 by the Children's Cancer Center, the Gelatin Plunge has raised nearly \$1,000,000. The Plunge embodies the lively spirit of the Children's Cancer Center and has attracted over 600 people who have fundraised to be able to plummet down a slide into a pool filled with

2,000 gallons of orange gelatin.

Join us on Saturday, June 15th at the Children's Cancer Center from 5PM to 8PM to take this one-of-a-kind plunge and enjoy live music, food trucks, a beer garden, and family-fun activities. Spectators are welcome to join in the fun as well!



Gelatin Plunge was awarded the "Be More Entertaining" award which recognizes the uniqueness and effectiveness of a special event and the success in achieving outlined objectives.

Event Info

June 15th, 2024
AT CHILDREN'S CANCER CENTER
5pm - 8pm

2024 IS THE
9th
YEAR OF
GELATIN PLUNGE

INDIVIDUALS
MUST RAISE
\$500
TO PLUNGE

TEAMS OF 2+ MUST RAISE
\$300 each
CORPORATE TEAMS MUST RAISE
\$2,000

NEARLY
\$1,000,000
RAISED IN THE PAST 8 GELATIN PLUNGES FOR
TAMPA CHILDREN AND FAMILIES BATTLING CANCER

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SPONSORSHIP OPPORTUNITIES

Sponsor Level	Cost	Details
Presenting Sponsor	\$10,000	The Gelatin Plunge will be promoted as “ <i>Your Company Name Presents The Gelatin Plunge</i> benefitting the Children’s Cancer Center” This is a visual branding opportunity to be included in the event logo and represented on all marketing materials. This is the highest level of recognition and brand exposure before, during and post-event.
Sandal Sponsor	\$7,500	Leave your company footprint all throughout the plunge. This is a visual branding opportunity to have your logo featured on the sandals that are given out at registration and sported after each splash. Among the many surprises of the day, the custom sandals go a very long way.
Deck Sponsor	\$5,500	The deck is an elevated surface where all plungers line up as they prepare to take the plunge and announcements are made. This is a visual branding opportunity for your company's logo to be featured on the deck located in the center of the event. On an evening of can't-miss moments, your logo will not go unnoticed.
Step & Repeat Sponsor	\$5,000	The Gelatin Plunge is an event like no other and plungers will want to capture every moment. This visual branding opportunity is open for two companies' logos to be featured prominently on a vibrant backdrop paired with the Gelatin Plunge and Children’s Cancer Center’s logos for plungers and friends right after they take the plunge! These photos are shared by guests on their social media platforms, driving a substantial amount of impressions to your logos well after the event.
Bar Sponsor	\$5,000	Refreshments of all sorts are offered at the bar and cater to guests of all ages. This is a visual branding opportunity for your logo to be prominently displayed at the bar. Every time guests come to and from the bar to refresh their drink, they will see your logo.
Towel Sponsor <i>Wiregrass Ranch Foundation</i>	\$5,000	After parading into the pool, guests will not only want to dry off, but also show off. This is a visual branding opportunity for your company logo to be featured on the towels that all 200 guests receive. Every plunger's favorite phrase is “I took the plunge” and the towel with your logo will say just that. As plungers share stories and post to their feeds, your logo will make its mark during and even after the event.

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Sponsor Level	Cost	Details
Pool Sponsor	\$5,000	There would be no plunge without the pool. This is a visual branding opportunity for your company's logo to be prominently displayed around the entire pool that serves as the home of 2,000 gallons of orange gelatin. As people are plunging, guests are cheering, and photos are taken, the pool is the focal point of all the festivities.
Slide Sponsor <i>MicroLumen</i>	\$5,000	Every plunge starts with a descent down the infamous slide. This is a visual branding opportunity for your company's logo to be prominently displayed on the slide that sends guests towards the memory of a lifetime. As plungers look to share this picture perfect moment, your company's logo will surface on every social platform.
T-Shirt Sponsor <i>Tudi Mechanical Systems</i>	\$5,000	Everyone loves a t-shirt to go with a great memory. This is a visual branding opportunity for your company's logo to be featured on the event t-shirt given to every guest. As guests engage in the gelatin, they'll look forward to these t-shirts for a quick and convenient wardrobe change.
Family Fun Zone Sponsor <i>Muma Children's Hospital</i>	\$2,500	While guests peruse the plunge and wait to be called, they'll be sure to stop by the Family Fun Zone. This is a visual branding opportunity for your company's logo to be displayed on signage that welcomes guests to this extended area of the event filled with additional activities and unique experiences guests look forward to visiting the Family Fun Zone year after year.
Lounge Sponsor <i>Steward Financial</i>	\$2,500	Guests utilize the lounge to enjoy refreshments and mingle with others while watching their family and friends take the plunge. This is a visual branding opportunity for your company's logo to be displayed on signage that welcomes guests into the Gelatin Plunge lounge. Take a break from the sun in a place that's equally as fun!

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Water Bottle Sponsor <i>Valley Bank</i>	\$2,500	As guests take the plunge and soak up the sun, they will be in need of a quick sip. Water bottles will be conveniently placed throughout the event and in each of the swag bags. This is a visual branding opportunity for your company's logo to be featured on the water bottles. Refresh our guests and be remembered as the ultimate compliment of the evening.
Swag Bag Sponsor	\$2,500	Every guest loves something to take home after an event. This is a visual branding opportunity to have your company's logo on the front of the swag bag that guests waste no time sifting through. Gelatin Plunge is an event to remember and these swag bags are sure to leave a lasting impression.
Hand Fan Sponsor	\$2,500	A pool full of gelatin is not the only way guests can cool off. This is a visual branding opportunity to have your company's logo prominently displayed on all the hand fans. Floridians in June will need a quick breeze to combat the summer steam and will look to your logo for some much needed relief.
Cup Sponsor	\$2,500	Beverages of all types are poured from start to finish. This is a visual branding opportunity to have your company's logo featured on the cups that serve every sip throughout the day. Cheers!
Koozie Sponsor <i>Margaritaville Hospitality Group</i>	\$2,000	Guests look forward to building their koozie collection each year to keep their drinks fresh year round! This is a visual branding opportunity to have your logo featured on custom koozies placed in the swag bags given to all plungers and on every bar. It is safe to say you can never have too many koozies!

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Sponsor Level	Cost	Details
Sunscreen Sponsor	\$2,000	<p>Not only is the plunge on the slide pretty high, but so are the UV rays. This is a visual branding opportunity where your company's logo is featured on bottles of sunscreen displayed at the event and provided in the swag bags. Living in the sunshine state, sunscreen is a must and guests won't waste a minute transferring the sunscreen into their beach bags.</p>
Wash and Go Station Sponsor <i>Muma Children's Hospital</i>	\$1,500	<p>As refreshing as the plunge may be, plungers will still look forward to rinsing the gelatin off courtesy of Tampa's first responders. This is a visual branding opportunity for your company's logo to be displayed on signage that directs guests to the Wash and Go Station. During this notable Summer bash, guests are sure to enjoy this added splash.</p>
Lip Balm Sponsor <i>TeleVoips</i>	\$1,500	<p>Every beach bag is filled with tiny treasures. This is a visual branding opportunity to have your logo featured on the custom lip balm placed in the swag bags given to all plungers. As beach season approaches, guests won't waste a minute transferring the lip balm into their personal purses and bags.</p>
Sponsor a CCC Child to Plunge <i>Multiple Opportunities to Support Local Children!</i>	Only \$500	<p>There's no greater thrill than sliding into a pool of gelatin. Sponsor a local child battling cancer at the Children's Cancer Center, who will sport a t-shirt with your company's logo as they ascend into the experience of a lifetime. Not only will your company provide this unique opportunity to a child in need of positive moments but will be recognized in photos of memories that last forever.</p>


























**\$ TBD
CUSTOM
SPONSOR
OPPORTUNITY**

DIDN'T SEE ANYTHING THAT FITS YOUR COMPANY?
 Contact our Director of Development and Community Engagement, Gracie Goltermann, to discuss how we can create a unique sponsorship opportunity which will meet your company's specific needs! 813-367-5437 ext 8 | ggoltermann@childrenscancercenter.org

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SPONSORSHIP BENEFITS

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	Price	Inclusivity Across All Branding	Industry Exclusivity	Featured on Event Banner	Logo on Website	Social Media Exposure	Plungers Included
Presenting Sponsor	\$10,000					Custom Reel	6
Sandal Sponsor	\$7,500					In-Feed Post	5
Deck Sponsor	\$5,500					In-Feed Post	4
Step & Repeat Sponsor	\$5,000					In-Feed Post	4
Bar Sponsor	\$5,000					In-Feed Post	4
Towel Sponsor	\$5,000					In-Feed Post	4
Pool Sponsor	\$5,000					In-Feed Post	4
Slide Sponsor	\$5,000					In-Feed Post	4
T-Shirt Sponsor	\$5,000					IG & FB Story	4
Swag Bag Sponsor	\$2,500					IG & FB Story	2
Family Fun Zone Sponsor	\$2,500					IG & FB Story	2
Lounge Sponsor	\$2,500					IG & FB Story	2
Water Bottle Sponsor	\$2,500					IG & FB Story	2
Hand Fan Sponsor	\$2,500					IG & FB Story	2
Cup Sponsor	\$2,500					IG & FB Story	2
Koozie Sponsor	\$2,000					IG & FB Story	2
Sunscreen Sponsor	\$2,000					IG & FB Story	2
Wash & Go Sponsor	\$1,500					-	2
Lip Balm Sponsor	\$1,500					-	2
Sponsor a CCC Child!	\$500					-	1

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THANK YOU FOR SUPPORTING CHILDREN'S CANCER CENTER!



**CHILDREN'S
CANCER CENTER**

helping children & families cope

ChildrensCancerCenter.org

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