

DANCE MARATHON AT THE UNIVERSITY OF FLORIDA

SPONSORSHIP OPPORTUNITIES

DANCE
MARATHON
AT THE UNIVERSITY OF FLORIDA



ABOUT US

Dance Marathon at the University of Florida (DM at UF) is the most successful student-run philanthropy in the southeastern United States, and the second largest student-run philanthropy in the nation. This year, DM at UF celebrated its 23rd year with raising a historic \$2,724,324.19! DM at UF is one of the first five founding Dance Marathon programs in the nation and since our start, we have raised more than \$15.2 million for the kids at UF Health Shands Children's Hospital, our local CMN hospital. Everything we do is For The Kids!

UF Health Shands Children's Hospital at the University of Florida is the local Children's Miracle Network participating hospital for the North Central Florida, South Georgia and West Palm Beach areas. Children's Miracle Network is an international non-profit organization dedicated to raising funds for and awareness of children's hospitals. CMN's founding pledge, to keep all donations in the area in which they were raised, remains at the core of its philosophy. Ranked one of the top 50 pediatric hospitals in the nation in seven categories, UF Health Shands Children's Hospital and Children's Miracle Network have created one of the greatest facilities of care for children and young adults.

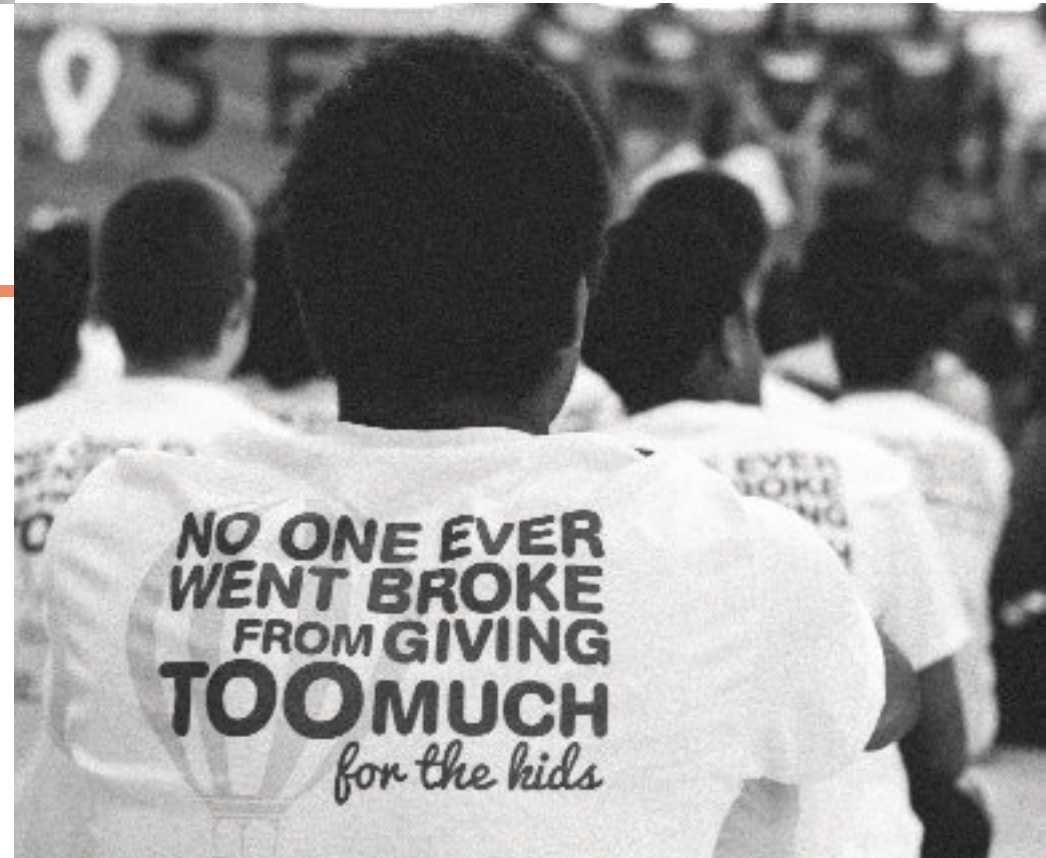


A YEAR-LONG MOVEMENT

DM at UF motivates students to advocate For the Kids all year round. Right when school begins in August, thousands of students start raising as much as they can for Shands. Teams of students hold events and fundraisers, where partial or total proceeds go towards the total reveal held at our main event in March. This event, hosted at the Stephen C. O'Connell Center, home to the Gator basketball team, brings students together to stand for those who can't. Standing for an impressive 26.2 hours, this challenge is symbolic of the struggles children at Shands endure every day. We dance for the dream that growing up isn't defined by fear, but rather filled with joy and life.

SHANDS: SUPPORTING OUR COMMUNITY

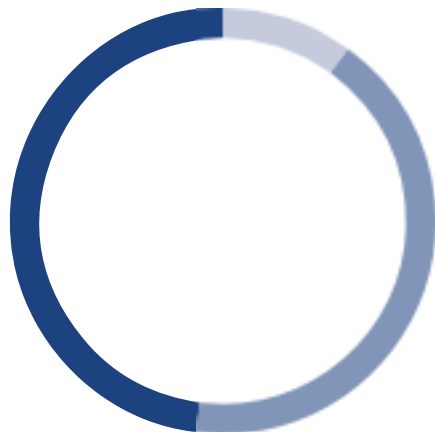
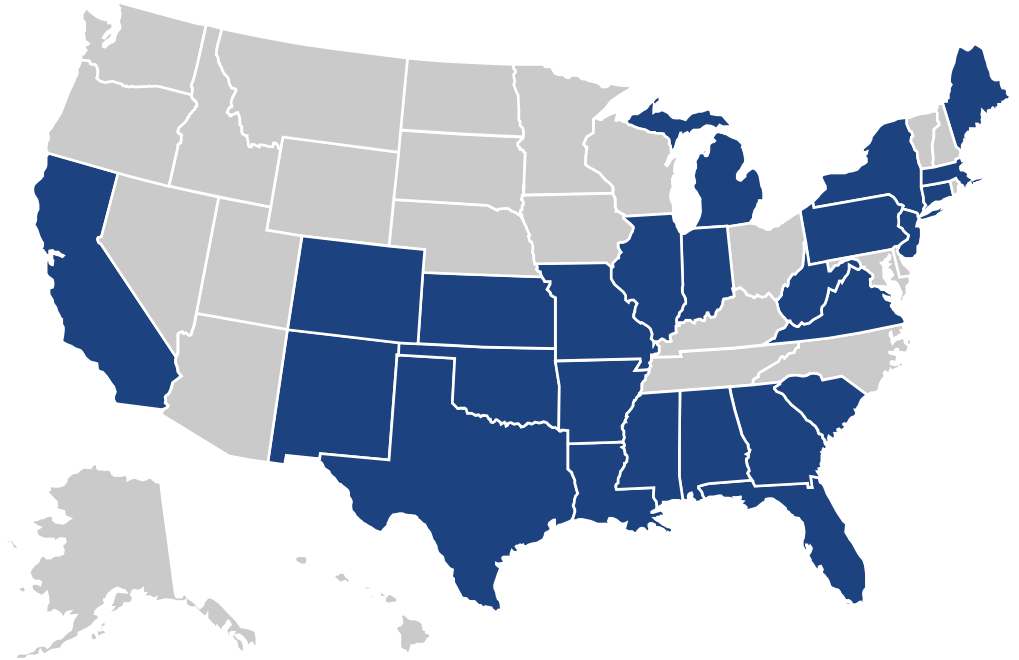
UF Health Shands Children's Hospital at the University of Florida is our local Children's Miracle Network (CMN) participating hospital supporting North Central Florida, South Georgia, and the West Palm Beach areas. By keeping our funds raised local, Shands has grown into a world-class facility. Ranked one of the top 50 pediatric hospitals in the nation in seven categories, Shands and CMN have created one of the greatest facilities for child and young adult care. The doctors are loved and the families are taken care of, making it a safe haven for all the families going through a difficult time.



DANCE MARATHON IN NUMBERS

100% of funds raised each year go to **UF Health Shands Children's Hospital.**

Dance Marathon is a 501(c)3 organization serving the children coming to Shands for medical care. With all funds going directly back to Shands, DM at UF is able to make an incredible impact on the lives of children. Medical equipment is no small expense, and with the money raised by Dance Marathon, Shands has been able to acquire these life-saving devices. Some of these items include new vital monitors, worth \$32,027 and a new portable DR (Digital Radiography) x-ray machine, worth \$103,000. Additionally, a brand new NICU was just added to Shands with the help of funds raised by Dance Marathon.



48%
RESEARCH

42%
PATIENT CARE

10%
EDUCATION

With donations coming in from around the country, DM at UF's fight For the Kid is well-recognized by many. From parents and alumni, to local businesses and corporations, we gain our support from many near and far. Last year, there were **49,074 unique** donations made on Donor Drive and **150 sponsors engaged**, amounting to almost 50,000 donors.

DANCE MARATHON IN NUMBERS

17 High School Dance Marathons

20 Community Events

7,634 Campus Participants

Over **150,000** Individuals Reached on Total Reveal

\$2,724,324.19 Raised in 2017

\$15,255,340 Raised Since 1995

5,480

INSTAGRAM FOLLOWERS

5,841

TWITTER FOLLOWERS

14,400

FACEBOOK FANS

500,000

ANNUAL HITS TO OUR WEBSITE
WWW.FLORIDADM.ORG

Tax Exempt Status

Federal Employer
Identification
Number:
59-1943502

The U.S. Treasury Department through the Internal Revenue Service started in November of 2000 that Dance Marathon Inc. would be exempt from Federal income tax under section 501 (C) 3 of the Internal Revenue Code

Dance Marathon Inc. is classified as a public charity with the status of 170 (B) (1) (A) (vi).

All Charitable donations to Dance Marathon are Tax Deductible under the aforementioned regulations there under

Every year, Dance Marathon at UF engages renewed sponsors and new businesses to support Dance Marathon at UF. Through monetary and in-kind donations, businesses are able to support our cause while gaining access to our community and sponsorship

YEARLONG PARTNERSHIP

1

TURLINGTON TABLING

Turlington Plaza has the most foot traffic in the state of Florida - DM at UF tables at Turlington every week. Table at Florida's most popular spot every Wednesday to gain the viewership from our crowd.

2

COMMUNITY EVENTS

DM at UF holds community events throughout the year, including the 5K and Golf Tournament. All community events are able to be sponsored by businesses, gaining the recognition of both UF students and the Gainesville community.

3

MIRACLE GALA

The Miracle Gala brings doctors, sponsors, locals, and families during Dance Marathon to appreciate the work done throughout the year. A small, silent auction is held at this event for those in attendance.

4

SPONSOR DAYS

Sponsorship Days promote businesses and their connections to Dance Marathon. Part of the day's proceeds made by the business are donated Dance Marathon. Dance Marathon promotes this partnership through a multi-platform social media takeover, reaching tens of thousands.

5

FUNDRAISING INCENTIVES

Merchandise incentives encourage our fundraisers year-round to continue raising money. From \$100 through \$5,000, our fundraising levels are an integral part of the Dance Marathon experience. Sponsors are able to personalize these levels.

6

LISTSERV ADS

Listserv Ads give businesses the opportunity to reach Dance Marathon participants through our email server. With over 6,000 students involved, these e-mails give sponsors the opportunity to reach to targeted demographics effectively with great



In the Spring of 2018, we will hold our 24th annual Dance Marathon. With about 10,000 attendees each year, Dance Marathon brings together students from all backgrounds and walks of life, family members and friends supporting participants, and Children's Miracle Network Miracle Families sharing their Miracle Stories. Our event is also watched on a Live Stream by over 200,000 unique viewers each year.

IN-EVENT SPONSORSHIP: EXPOSURE BASED

SIDE STAGE

With dancers looking up to this stage for encouragement and to learn our famous Line Dance, the Side Stage gains viewership from thousands. Miracle Families share their stories on this stage, and many watch over Livestream to join the Dance Marathon experience.

VIP LOUNGE

The VIP lounge houses our sponsors, our largest donors, and the parents of our executive board to view the event, participate in the silent auction, and interact with notable Dance Marathon and University of Florida Alumni. Many practitioners UF Health Shands Children's Hospital attended this past year. We hosted Miss America 2017 in the VIP Lounge, as well.

MAIN STAGE

The main stage houses performances, the DM late-night rave, and the total reveal of how much money was raised throughout the year. Last year, over 162,000 on Facebook alone and over 15k watched this amazing moment over livestream. With real estate behind the stage for sponsored banners and the stage itself, this sponsorship is sure to pay for itself.



IN-EVENT SPONSORSHIP: EXPERIENCE BASED

THEME HOURS

Throughout the event, theme hours are announced to the crowd of dancers and attendees to bring excitement and fun to the floor. Themes, ranging from the 60's to 007, encourage participants to dress up and continue dancing for a great cause.

DANCER BAGS

At the beginning of the event, dancers are given dancer bags to hold their belongings and to keep as a memory piece after the event concludes. Businesses are able to place their logos on these bags, or within the bags with coupons and advertisements.

WALL OF FAME

The wall of fame occupies the wall beneath the VIP Lounge. This wall hosts all Dance Marathon activists who have reached a hallmark amount of money raised.

IN-KIND DONATIONS

In-kind donations are an integral part of our organization. The silent auction, held every year at our main event, is bid on by families, students, and alumni. Additionally, with our online bidding platform, supporters from around the country are able to bid as well. Restaurants bring together students for their love of food and love of Dance Marathon. Below are listed opportunities for restaurants to join our DM at UF community.

UF HOSPITALITY NIGHTS:

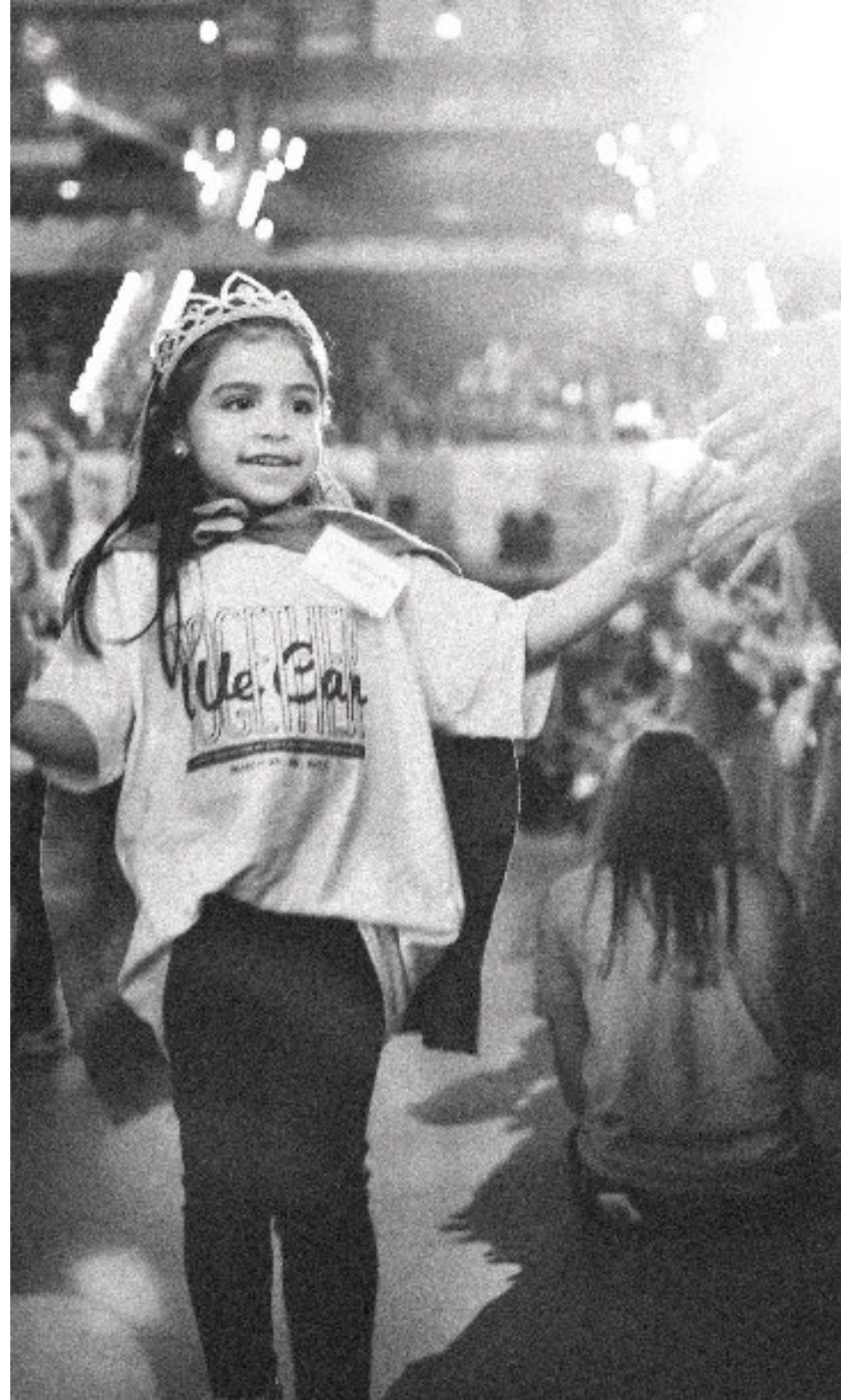
- Fall: 6 restaurants
- Total Raised: \$4,962
- Spring: 4 restaurants
- Total Raised: \$2,368

ORGANIZATION HOSPITALITY NIGHTS:

- Number of organizations we partner with: 100
- Our sponsors have the ability to connect with our many partnered UF organizations through tailored Hospitality Nights.

HOSPITALITY AT 2017 DM AT UF EVENT:

- Served 28,624 portions of food
- In-Event Meals: 18 meals total
- Dancers (serving 825 people): 6 full meals, 4 snacks
- 4-Year Dancers (serving 60 people): 1 full meal
- Families (serving 300 people): 5 full meals
- Overall Team (20 people): 2 full meals



VISIT OUR WEBSITE AT
FLORIDADM.ORG

OR FIND US ON



WANT TO HELP MAKE MIRACLES HAPPEN?

CONTACT US OR SEND DONATIONS TO:

Dance Marathon
J. Wayne Reitz Union
P.O. 118505
Gainesville, FL 32611

CONTACT US FOR MORE INFORMATION

SPONSORSHIPS OVERALL

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