

ANCE MARATHON

AT THE UNIVERSITY OF FLORIDA

Benefitting Children's Miracle Network Hospitals at
UF Health Shands Children's Hospital

JOIN US MARCH 25-26, 2017

SPONSORSHIP PACKET

FOR ALL THE RIGHT REASONS

DANCE MARATHON 2016

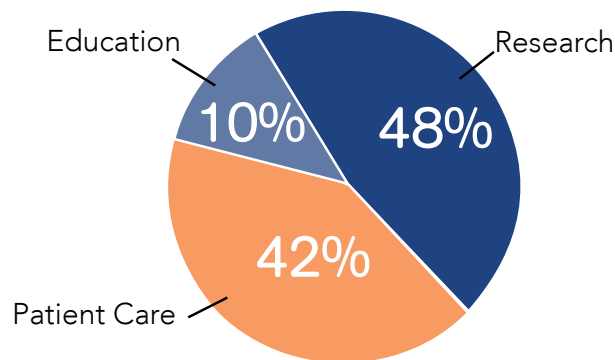
AT THE UNIVERSITY OF FLORIDA

Dance Marathon at the University of Florida is a yearlong effort of more than 6,000 students that culminates in a 26.2 hour event. At the event, over 800 UF students stay awake and on their feet to symbolize the obstacles and hardships our Miracle Children have faced. The event raises funds for UF Health Shands Children's Hospital, our local Children's Miracle Network Hospital in Gainesville, Florida. As the most successful student-run philanthropy in the southeastern United States, Dance Marathon at UF has raised more than \$12.5 million in the past 22 years.

Throughout the event, Miracle Families, who have survived remarkable odds and overcome their illnesses or injuries with the help of UF Health Shands Children's Hospital, share their stories and inspire students. Musicians, celebrities, athletes, student groups and community organizations entertain the dancers during the event to provide motivation and support.

WHERE DOES THE MONEY GO?

All the funds raised from Dance Marathon at UF go directly back to UF Health Shands Children's Hospital. The following breakdown illustrates how they used these funds during the 2015-2016 fiscal year.



2016 Total \$2,434,315.18

SPONSORSHIP BENEFITS

Benefits Include:

- Invitation to Event
- Social Media Recognition
- At Event Signage
- Advertisements on Merchandise and Event Program
- Placement of Logo on Website and Jumbotron
- Tabling Opportunities
- and more..

Customized Benefits

New A La Carte Options

TAX CODE EXEMPTION THROUGH 501 (C) 3 STATUS



“Dance Marathon is an embodiment of the selflessness of our community, and proof of how much good we each can do when we all work together. Do your part to help make big and little miracles happen in the lives of our children.”

**- Dr. Guzick, UF Senior Vice President for Health
Affairs and President of UF&Shands Health System**

MEET A MIRACLE CHILD: KAEDYN

At my 24-week ultrasound appointment we learned that Kaitlynn had a Congenital Heart Defect known as Transposition of the Great Arteries or TGA. TGA is where the two main arteries are switched, so the correct blood flows are not going to the correct areas in her body. Kaitlynn was born at 35 weeks. I had an emergency C-Section, and she was brought into this world on April 30, 2015. As soon as she was born, she stopped breathing, and she was taken away from me right away. Thankfully a doctor that was there for a “just in case” scenario, was needed. He performed a balloon septostomy, which just put a hole in her heart to keep all the blood flow the same. As soon as she was as stabilized as she could be they took her into the NICU to do everything else they could to stabilize her to transfer her to Nicklaus Children’s Hospital. At two days old I received a phone call from my husband saying that she has a blood clot in her leg and that we have two options. one was to amputate her leg, and two was to give her a medication that will solve the blood clot but it could send blood rushing to her head and cause neurological damage. This was devastating news for my husband and myself. The blood clot was caused by the balloon septostomy that was performed right after birth. The procedure was first performed on the right leg which broke the blood vessel, so they attempted on her left leg, which was successful. That same day she needed a blood transfusion, which she had. We got the news at three days old that, that coming Monday they were going to perform her surgery. She was not stabilizing the way that they were hoping. She had her arterial switch, which is the procedure to correct the transposition, at 5 days old. It was a complete success. She did very well during surgery and, Surprisingly, did not need ECMO. Although the doctors did say there may be a chance that she could need ECMO. The day after surgery the doctor noticed her heart was leaking, they ended up having to patch a

small hole that was leaking. Two days after surgery, Doctor Burke decided it was time to close her chest. Another success. Doctors attempted to extubate her, which unfortunately was not successful. She was still too sedated and paralyzed to breath on her own. About four days after surgery, I was notified that she had a collapsed lung, which is pretty common after a surgery. Three days after the failed extubation, they attempted again, thankfully this one was a success. That same day, she was very close to heart failure. She was given a medicine called Ativan, which calmed her down to relax enough. She had good days and bad days, which I knew were going to happen. 20 full days after she was born, I was FINALLY able to hold her. It seemed that after that, EVERYTHING started to turn around. On March 27, we got the news that she was able to go home soon. On June 1st, we were able to take our little 5 pound peanut home. She went home on only two medications. She is now almost 19 pounds and is taking over our home! She loves just about anything and anyone! I have never seen such a happy, go lucky kid. We are so blessed to call her OURS.



DANCE MARATHON BY THE NUMBERS

4,800

Instagram followers

5,700

Twitter followers

13,300

Facebook fans

220,000

Reach on Total Reveal
Facebook Post

230,000

Number of annual hits to our
website www.floridadm.org



DANCE MARATHON BY THE NUMBERS

5

Community Events

19

Number of Mini Marathons
Through the state of Florida

2,500

Number of T-shirts that will
include your company's logo

3,000

Number of visitors during the
main event who will be exposed
to your logo and banner

6,861

Active Fundrasiers in 2016

43,746

Donations of Donor Drive

\$12,593,016

Amount raised in the past 22 years





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

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