



DANCE MARATHON AT THE UNIVERSITY OF FLORIDA

SPONSORSHIP OPPORTUNITIES

 DANCE
MARATHON
AT THE UNIVERSITY OF FLORIDA

25

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ABOUT DM AT UF

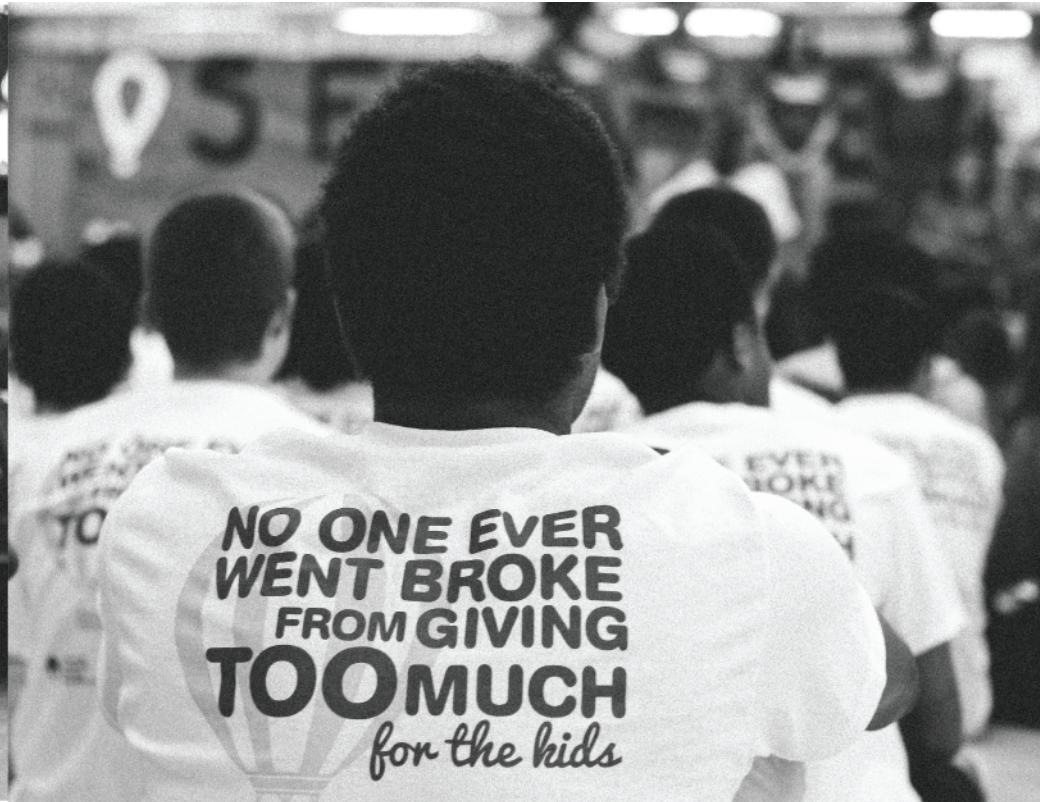
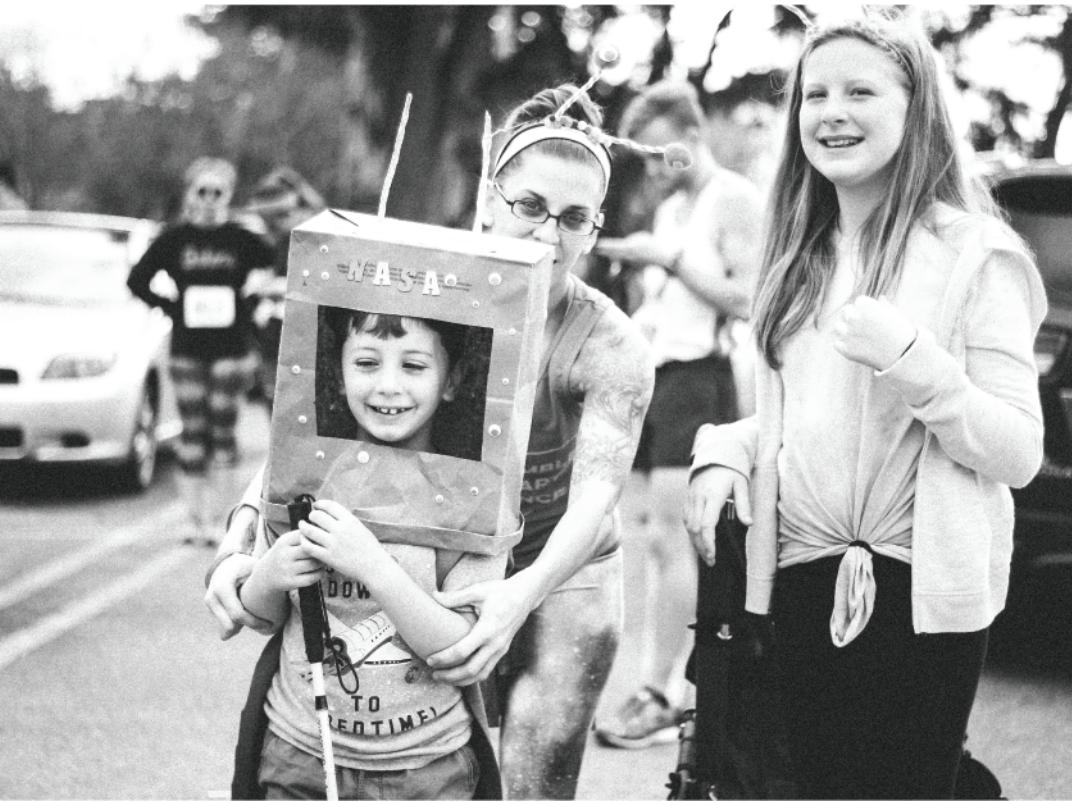
Dance Marathon at the University of Florida (DM at UF) is the most successful student-run philanthropy in the southeastern United States, and the second largest student-run philanthropy in the nation. Last year, DM at UF celebrated its 24th year with raising a historic \$3,026,420.19! DM at UF is one of the original five founding Dance Marathon programs in the nation and since our start, we have raised more than \$18.2 million for the kids at UF Health Shands Children's Hospital, our local Children's Miracle Network hospital. Everything we do is For The Kids!

DM at UF motivates students to advocate For The Kids throughout the entire year. Right when school starts in August, thousands of students begin raising funds and awareness for UF Health Shands Children's Hospital. Teams of students hold events and fundraisers, and proceeds go towards the total reveal held at our main event in March. This event, hosted at the Exactech Arena at the Stephen C. O'Connell Center, home to the Gator basketball team, brings over 800 students together to stand for those who can't. Students stand for 26.2 hours, the length of a marathon, to symbolize the struggles that children at UF Health Shands endure every day.

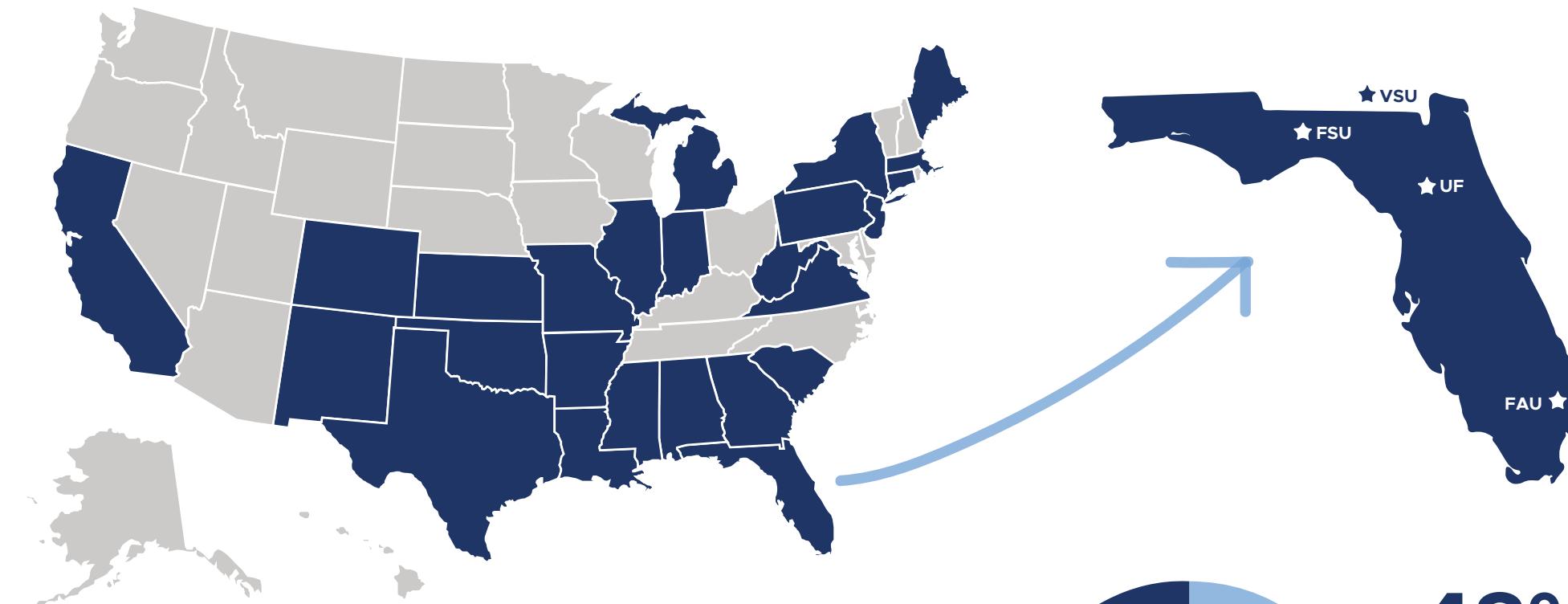
ABOUT CMN & UF HEALTH SHANDS CHILDREN'S HOSPITAL

UF Health Shands Children's Hospital at the University of Florida is the local Children's Miracle Network participating hospital for North Central Florida, South Georgia and West Palm Beach. Children's Miracle Network Hospitals is an international non-profit organization dedicated to raising funds and awareness for 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 specialties, UF Health Shands Children's Hospital and Children's Miracle Network Hospitals have created one of the greatest facilities of care for children and young adults.

Through this partnership with "Children's Miracle Network Hospitals at UF Health Shands Children's Hospital, Dance Marathon at UF is able to serve the children coming to the hospital for medical care. With all funds going directly back to UF Health 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 at UF, UF Health 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 renovated at UF Health Shands with the help of funds raised by Dance Marathon at UF.



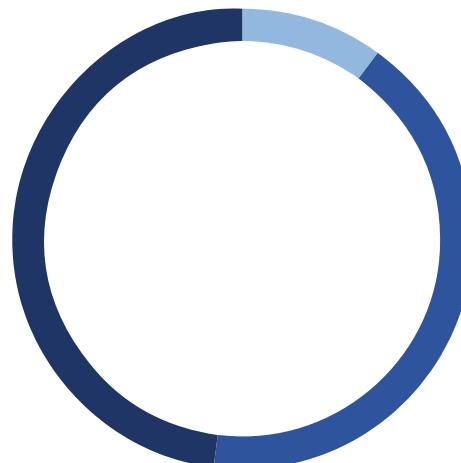
DANCE MARATHON IN NUMBERS



100%

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

With donations coming in from around the country, DM at UF's fight For the Kids 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 **27,784 unique donations** made on Donor Drive and **150 sponsors engaged**, amounting to 54,384 total donations.



48%

RESEARCH

42%

PATIENT CARE

10%

EDUCATION

DANCE MARATHON IN NUMBERS

20 High School Dance Marathons

20 Community Events

7,634 Campus Participants

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

\$3,026,420.19 Raised in 2018

\$18,263,671.90 Raised Since 1995

5,864

TWITTER FOLLOWERS

10,400

INSTAGRAM FOLLOWERS

15,972

FACEBOOK FANS

500,000

ANNUAL HITS TO OUR WEBSITE
WWW.FLORIDADM.ORG

TAX EXEMPT STATUS

Federal Employer Identification Number for Shands Teaching Hospital and Clinics, Inc. dba Children's Miracle Network at Shands: 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 benefits.

BECOMING A SPONSOR

Every year, Dance Marathon at UF engages new and returning sponsors 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 benefits.

Dance Marathon reaches communities across a variety of demographics. These demographics include our participants, college students aged 18-23, and our donors who are on average aged 33-54. Working together, we can help your business reach audiences that we have access to. With the help of our Public Relations and Multimedia team, we will produce content and advertisements that adheres to both of our guidelines.

Tax Exempt Status:

Dance Marathon is a 501(c)3 organization serving the children coming to Shands for medical care.



DANCE MARATHON'S COMMUNITY REACH

2,500

event attendees

Total Media Followers:

32,100

Facebook Impressions:
3,947,222

825
dancers

Facebook Reach:
1,972,111

Instagram Impressions:

812,127

150
total sponsors

COMMUNITY EVENTS

DM at UF holds community events throughout the year ranging from the Warrior Run to Miracle Market.

All community events are sponsored, gaining the recognition of both UF students and the Gainesville community. Below are a few of our unique community events throughout the year.

WARRIOR RUN

The Warrior Run is held on Flavet Field where students are able to test their strength and agility as they run, crawl, climb, and jump their way to the finish to see if they have what it takes to be a Miracle Warrior!

WEEKLY CHECK-INS

Dancers and Captains check in weekly in Turlington Plaza, an area at the center of UF's campus which receives the most daily foot traffic in the state. This year, we've updated our check-in app to feature sponsor logos which can be shown on thousands of check-in devices.

MIRACLE MARKET

The Miracle Market is held at Bo Diddley Plaza in Downtown Gainesville during the weekend! During this event, a variety of different vendors ranging from food trucks to local businesses are present, with each donating a portion of their proceeds to DM at UF!

TRANSFORM TODAY

Every year, we have one specific day that is a huge fundraising push for Dance Marathon. Last year, we raised over \$500,000 in one day! This is a huge opportunity for contests, giveaways, and auctions.

FTKICKOFF

FTKickoff is the kickoff of our Spirit Week in the Spring and is held on Flavet Field! The event includes a tournament with games where teams participate to earn points toward an overall prize. Additional activities for attendees also include human foosball, face painting, bounce house, tug-o-war and more!

MIRACLE GALA

The Miracle Gala brings doctors, sponsors, and families together during Dance Marathon to appreciate the work done throughout the year. The event is held at Touchdown Terrace in Ben Hill Griffin Stadium and includes dinner, dancing, and a silent auction for those in attendance.

IN-EVENT INTRODUCTION

SIDE STAGE

With dancers looking up to this stage for encouragement and to learn our famous Linedance, the Side Stage gains viewership from thousands during the 26.2 hour event. Miracle Families share their stories on this stage, and many watch over Livestream to join the Dance Marathon experience.

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 20k watched this amazing moment over livestream during the 26.2 hour event. With real estate behind the stage for sponsored banners and the stage itself, this sponsorship is sure to pay for itself.

THEME HOUR

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

RAVE

During the event, our famous rave hour brings in DJs to perform while our 825 dancers are on their feet dancing away to the music! Outside visitors can buy tickets to attend!

FAMILY ROOM

The Family Room is where all of the Children's Miracle Network Ambassador families hang out during the event during the daytime on both Saturday and Sunday! There are snacks, arts and crafts, games to play and even a bounce house!

VIP LOUNGE

The VIP lounge houses our sponsors, our largest donors, and the parents of our Overall Team to view the event, participate in the silent auction, and interact with notable Dance Marathon and University of Florida Alumni. Many practitioners from UF Health Shands Children's Hospital attended this past year.

JAIL

During the 26.2 hour event, dancers can send their friends to jail at any point where there is a minimum "bail" to raise: all For The Kids! Dancers spend up to an hour reaching out to friends and family to help raise funds for Dance Marathon!

WALL OF FAME

The wall of fame occupies the wall beneath the VIP Lounge during the entire 26.2 hour event. This wall hosts all Dance Marathon fundraisers who have reached a hallmark amount of money raised.

ASSETS

LEVEL 1

Corporate partner tour at event
Recognition in event program
Logo on shirt besides main event shirt
Ad on livestream (10-30 seconds)

One business coupon in dancer bags (850 people)
Banner in upper level of O'Dome
Recognition in collective post-event 'Thank You' graphic
Rave Item-with label on them (Glow Sticks, bracelets, etc.)

LEVEL 2

In-event tabling
Dancer Check-Ins
Banner near Main Stage
Banner in lower level of O'Dome

Quarter-page advertisement in event program
Logo on LED screen-scrolling display at event on Jumbotron
Logo on approximately 2,500 official event t-shirts
Full-page advertisement in event program

LEVEL 3

Guest Check-Ins
Electronic Table
Photo Booth
Naming of Rave
Naming of VIP Lounge
Naming of Stage (Main or Side)
Merchandise Table Sponsor

Theme Hour
Social Media Post
Matching Hour
30 second commercial on Jumbotron
Name an award presented at event during Closing Ceremonies
Present donation check on stage at event
Feature in Miracle Child's 'Thank You' video at Closing Ceremonies



In the Spring of 2019, we will hold our 25th 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.

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 20,000 people 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.

VIP LOUNGE

The VIP lounge houses our sponsors, our largest donors, and the parents of our Overall Team 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.



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 1960'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 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.

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

DM at UF APP

Sponsors can be featured in the "Sponsors" section on the official DM at UF app that has over 4000 downloads. This app is the central hub for all things DM at UF and has the capacity to send out push notification to everyone who has it downloaded.

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 targeted demographics effectively.

VISIT OUR WEBSITE AT
FLORIDADM.ORG

OR FIND US ON



WANT TO HELP MAKE MIRACLES HAPPEN?

CONTACT US OR SEND DONATIONS TO:

Children's Miracle Network
Attn: DM at UF
PO Box 100386
Gainesville, FL 32610

CONTACT US FOR MORE INFORMATION

SPONSORSHIPS OVERALL

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AT THE UNIVERSITY OF FLORIDA

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DANCE MARATHON
UNIVERSITY OF FLORIDA MARCH 23-26 2017