

A photograph showing a group of people, primarily young adults, cheering with their arms raised. In the foreground, a young man in a light blue t-shirt with a graphic on it is looking towards the camera with a joyful expression. Other individuals in the background are also cheering, some wearing medical masks. The scene is set indoors, likely at a university.

DANCE MARATHON AT THE UNIVERSITY OF FLORIDA

# PARTNERSHIP OPPORTUNITIES

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DANCE MARATHON -  
AT THE UNIVERSITY OF FLORIDA



## ABOUT DM AT UF

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Dance Marathon at the University of Florida (DM at UF) is the highest fundraising student-run philanthropy in the southeastern United States, and the second highest fundraising Miracle Network Dance Marathon in the nation. Last year, DM at UF celebrated its 28th year and raised \$2,334,217.21! 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 \$28 million for the children at UF Health Shands Children's Hospital, a member hospital of Children's Miracle Network Hospitals.

DM at UF motivates students to advocate for the cause throughout the entire year. Each summer, thousands of students start raising funds and awareness for UF Health Shands Children's Hospital. Together, through the students' peer-to-peer fundraising efforts, special events and hospitality nights with local restaurants, community sponsors and business partners, DM at UF garners financial support for children and families who need it most. All of these funds are celebrated and announced during our Total Reveal at our Main Event each spring semester. This event, hosted at the Exactech Arena at the Stephen C. O'Connell Center, brings students together who are fighting to change kids' health. 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 is our local member hospital of Children's Miracle Network Hospitals. CMN 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. UF Health Shands Children's Hospital has continued its remarkable run as one of the Southeast's elite pediatric hospitals according to U.S. News & World Report rankings. For the second year in a row, we are ranked as one of Florida's No. 1 children's hospitals, with five pediatric specialties earning the distinction of being rated among the nation's best.

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 and families who need advanced medical treatment. Every dollar we raise ensures our hospital has the tools it needs when children need it most. From purchasing life-saving equipment, to funding ground-breaking research, and providing funds for diversionary and social support programs that would otherwise not be possible, we are making a difference for children and families today, tomorrow and for years to come.

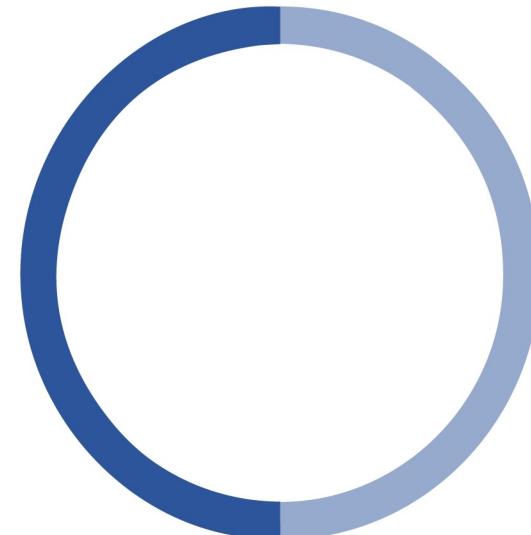


# DANCE MARATHON IN NUMBERS

## 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 and passion 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 34,173 unique online donations. We also had 123 partners engaged, amounting to \$132,342 in total partner donations.



**50%**

RESEARCH

**50%**

PATIENT CARE  
AND PROGRAMS,  
EDUCATION, AND  
EQUIPMENT

# DANCE MARATHON IN NUMBERS

**23** High School Dance Marathons

**13** Community Events

**4,000+** Campus Participants

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

**\$2,334,217.21** Raised in 2022

**\$28 MILLION+** Raised Since 1995

**5,311**

TWITTER FOLLOWERS

**13.1K**

INSTAGRAM FOLLOWERS

**17,218**

FACEBOOK FANS

**470**

TIKTOK FOLLOWERS

## BECOMING A PARTNER

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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 marketing teams, we will produce content and advertisements that adheres to both of our guidelines.

### Tax Exempt Status:

Dance Marathon at UF supports UF Health Shands Children's Hospital, a 501c(3).

Federal Employer Identification Number for Shands Teaching Hospital and Clinics, Inc. dba Children's Miracle Network at Shands: 59-1943502



# DANCE MARATHON'S COMMUNITY REACH

**1,100**

event attendees

**31K**

Total Media Followers:

**705**

dancers

**123**

total sponsors

Instagram Impressions:

**4K**

per post

Facebook Reach:  
**1.2K** per post

# COMMUNITY EVENTS

DM at UF holds community events throughout the year ranging from the Miracles in Color 5K 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.

## MIRACLES IN COLOR 5K

The Miracles in Color 5K course runs through the University of Florida campus, with the start and finish at Flavet Field. This 5K brightens up everyone's day with paint stations throughout the course and at the finish line!

## MIRACLE MARKET

The Miracle Market is an event attended by many, ranging from UF students to all other members of the outer Gainesville community! 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!

## FALL KICKOFF

Fall Kickoff is the first major event that Dance Marathon at UF puts on at the beginning of the fall semester. It is the start of our Spirit Week in the fall and is held on Flavet Field. The event is open to all members and includes fun games, live music, Miracle stories, food, and more!

## WEEKLY CHECK-INS

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

## TRANSFORM TODAY

Every year, we have one day dedicated to this large fundraising push that engages our entire community. Last year, we raised over \$589,000. This event is an awesome opportunity for contests, giveaways, and auction items. During this 26.2-hour fundraising challenge, the importance and power of a community coming together for one mission shines bright.

## MIRACLE GALA

The Miracle Gala brings donors, partners, DM at UF alumni, families and members of the greater Gainesville community together during the Main Event weekend to celebrate the work done throughout the year. This event is held on the University of Florida's campus and includes dinner, dancing, and a silent auction.

# MAIN EVENT TERMINOLOGY



## SIDE STAGE

The Side Stage is viewed by thousands during the 26.2-hour event. Viewers are able to watch the stage for encouragement as well as to learn the linedance. 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 late-night rave, and the total reveal of how much money was raised by Dance Marathon throughout the year. With real estate on and behind the stage for sponsored banners, 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. Themes 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 dancers are on their feet dancing away to the music! Outside visitors can also buy tickets to attend!

## THE GONG

The Gong represents the heartbeat of our event and is one of the most recognizable features. Not only does our gong travel around the state of Florida to all of our K-12 Dance Marathons, but it also is present at most campus events for participants to celebrate their fundraising milestones!

## VIP LOUNGE

The VIP lounge is a space for sponsors, largest donors, and parents to view the event, participate in the silent auction, and interact with Dance Marathon and UF Alumni. Many practitioners from UF Health Shands Children's Hospital attended this past year.

## DANCER BAGS

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

## 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.

# YEARLONG PARTNERSHIP

**1**

## COMMUNITY EVENTS

DM at UF holds community events throughout the year. All community events have the opportunity to be sponsored by our partners, which would be great exposure to both UF students and the Gainesville community. Our partners are also welcome to table at certain events throughout the year.

**2**

## DM at UF APP

Sponsors can be featured in the "Sponsors" section on the official DM at UF app that has over 9,300 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.

**3**

## SPONSOR DAYS

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

**4**

## Partnership Impact Report

After the Main Event, Sponsors will receive a Partnership Impact Report which will wrap up the year by demonstrating the fulfillment of the initial terms of our partnership and the impact your contributions had on Dance Marathon at UF & UF Health Shands Children's Hospital.

# SPONSOR INCENTIVE LEVELS 2022-2023

**Albert's Army**

**\$100+**

Company name and logo on Dance Marathon Website  
“Proud sponsor of DM at UF” decal  
Shoutout on Instagram Story (stays in “Sponsorships” instagram Story highlight all year)

**Swamp Supporters**

**\$300+**

*All above plus:*  
One business coupon in Dance Bags  
Recognition in Dance Marathon Program  
Corporate Sponsor Tour at Main Event

**Ben Hill Heroes**

**\$500+**

*All above plus:*  
Ad on Livestream at Main Event  
Twitter shoutout  
Recognition in post-event “thank you”

**Florida Fighters**

**\$1,000+**

*All above plus:*  
Company name and logo on DonorDrive  
Opportunity to hang a banner at a Dance Marathon event  
Social Media Post

**Tebow's Titans**

**\$2,000+**

*All above plus:*  
Opportunity to table at a Dance Marathon Event  
¼ page advertisement in Main Event program

**Orange and Blue Buddies**

**\$3,500+**

*All above plus:*  
Opportunity to hang a banner at 2 Dance Marathon events  
Logo on Jumbotron at Main Event  
Receive a plaque recognizing partnership

**Super Spurrier**

**\$5,000+**

*All above plus:*  
Logo on Approximately 2,500 official event t-shirts  
Opportunity to speak at a Dance Marathon event  
½ page advertisement in Main Event program  
Presentation of plaque recognizing partnership during Main Event

**Club O'Dome**

**\$10,000+**

*All above plus:*  
Full page advertisement in Main Event program  
Invitation to Miracle Gala  
30 second commercial on Jumbotron

**Gainesville's Greatest**

**\$15,000+**

*All above plus:*  
Opportunity to present donation check on stage at Main Event  
Feature in Miracle Child's “Thank You” Video  
Listserv Ad

**Shands Superstars**

**\$20,000+**

*All above plus:*  
Opportunity to speak at Miracle Gala  
Name an award presented in event during Closing Ceremonies  
Trophy for being in our Top Donor Bracket

# THANK YOU

The listed opportunities in this packet are not exhaustive. We want to create a partnership with your business that is mutually beneficial. We welcome the opportunity to have further discussions with you about how your business can join us in the fight to change kids' health and change the future. For all of us.

**VISIT OUR WEBSITE AT  
FLORIDADM.ORG**

**OR FIND US ON**



**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**

Alexa Katz  
[akatz@floridadm.org](mailto:akatz@floridadm.org)