

DANCE MARATHON AT THE UNIVERSITY OF FLORIDA

SPONSORSHIP OPPORTUNITIES

DANCE
MARATHON
AT THE UNIVERSITY OF FLORIDA



ABOUT DM AT UF

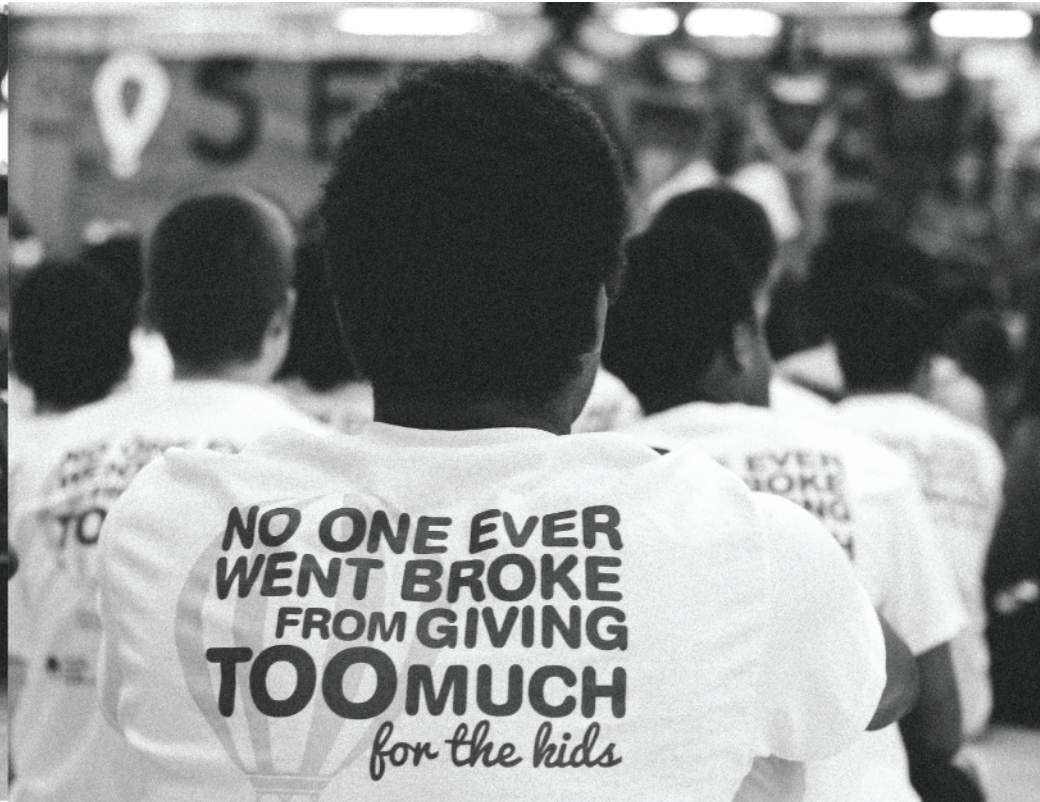
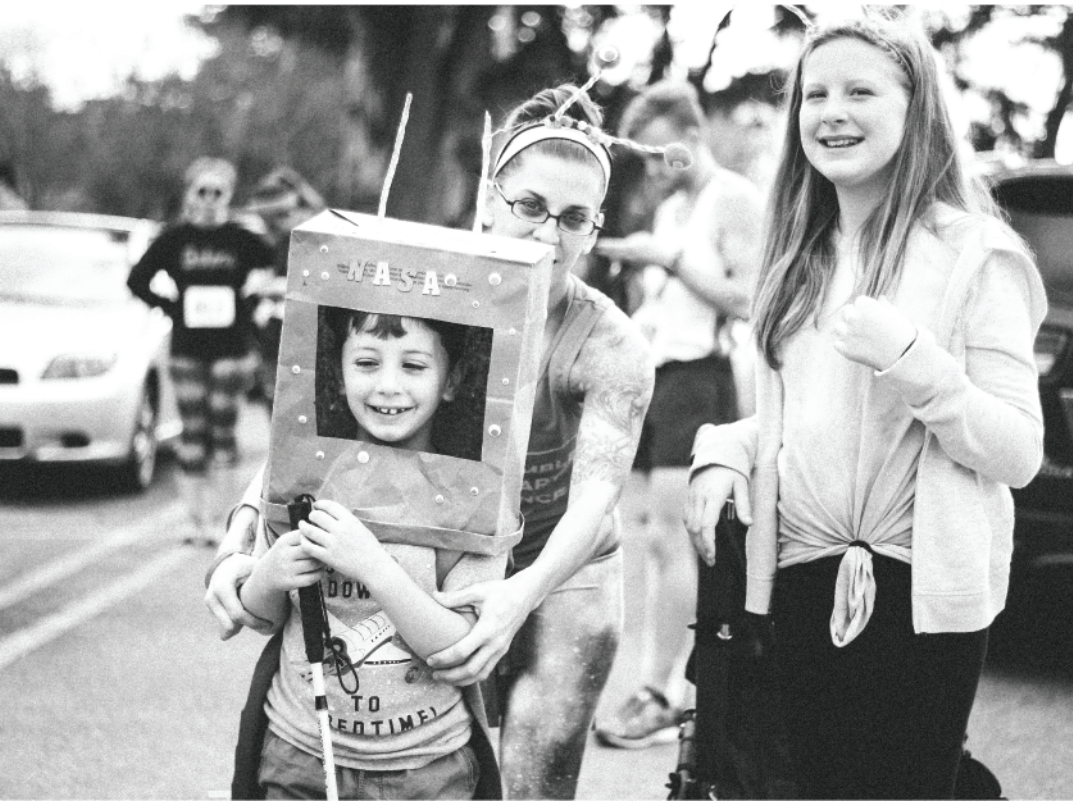
Dance Marathon at the University of Florida (DM at UF) is the most successful student-run philanthropy in the southeastern United States, and the second largest student-run philanthropy in the nation. Last year, DM at UF celebrated its 26th year by raising a historic \$2,526,418.24! DM at UF is one of the original five founding Dance Marathon programs in the nation and since our start, we have raised more than \$24 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.

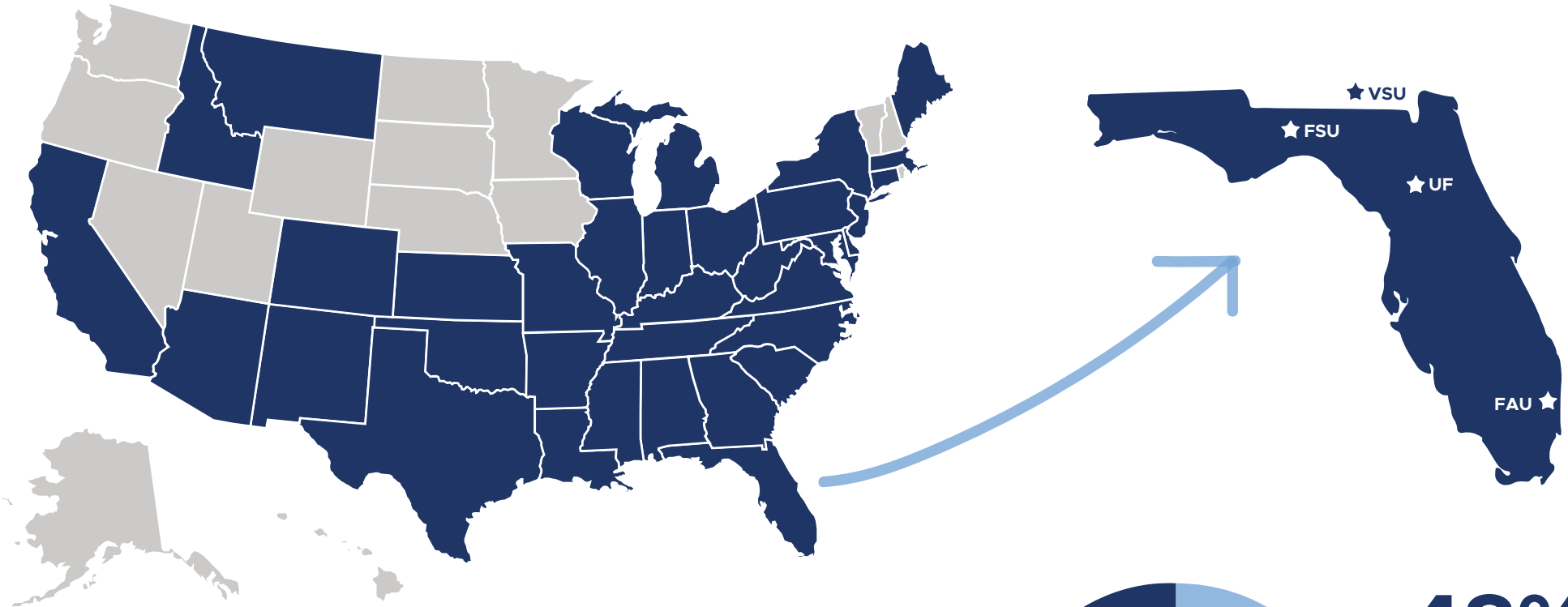
ABOUT CMN & UF HEALTH SHANDS CHILDREN'S HOSPITAL

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.

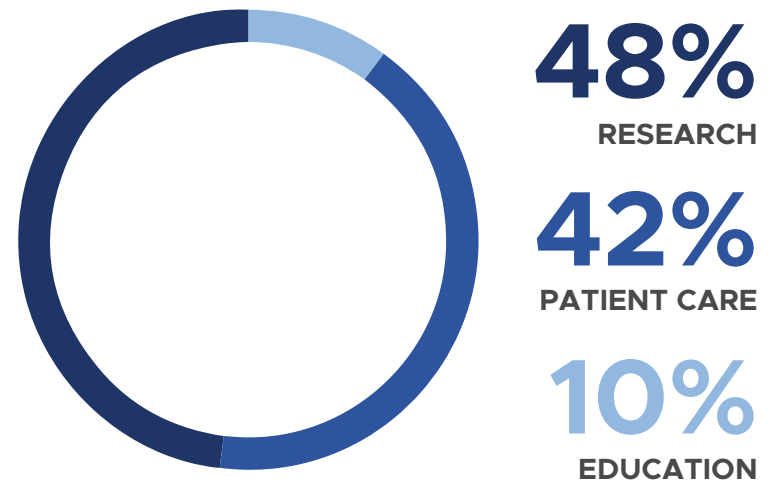


DANCE MARATHON IN NUMBERS



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 41,758 unique online donations and 150 sponsors engaged, amounting to 54,384 total donations.



DANCE MARATHON IN NUMBERS

23 High School Dance Marathons

20 Community Events

5,926 Campus Participants

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

\$2,526,418.24 Raised in 2020

Over **\$24 MILLION** Raised Since 1995

5,569

TWITTER FOLLOWERS

12.1K

INSTAGRAM FOLLOWERS

17,215

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.

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

Facebook Impressions:
3,979,000

Total Media Followers:
34,880

825
dancers

2,500
event attendees

Facebook Reach:
1,973,000

150
total sponsors

Instagram Impressions:
813,000

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!

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 Depot Park 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 \$650,000 in one day! This is a huge opportunity for contests, giveaways, and auctions.

FTKICKOFF

FTKickoff is the start 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 a grand 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 watching 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 late-night rave, and the total reveal of how much money was raised by Dance Marathon throughout the year. In 2019, over 20,000 viewers watched this amazing moment over livestream during the 26.2 hour event. 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, ranging from decades 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 also buy tickets to attend!

FAMILY ROOM

The Family Room is where all of the Miracle Families hang out during the event on both Saturday and Sunday! There are snacks, arts and crafts, games, and even a bounce house!

VIP LOUNGE

The VIP lounge is a space for 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.

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 during the entire 26.2 hour event. This wall hosts all Dance Marathon fundraisers who have reached a hallmark amount of money raised.

SPONSOR INCENTIVE LEVELS 2020-2021

Mazzy's Miracle Makers **\$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

Wyatt's Warriors **\$300+**

All above plus:
One business coupon in Dancer bags (850 people)
Recognition in Dance Marathon Program
Corporate Sponsor Tour at Main Event

Kirstyn's Krew **\$500+**

All above plus:
Ad on Livestream at Main Event
Twitter Shoutout
Recognition in post-event "thank you"
Company name and logo on DonorDrive

Camden's Champions **\$1,000+**

All above plus:
Logo on LED screen-scrolling display at Main Event on Jumbotron
Opportunity to hang a banner at a Dance Marathon Event
Social Media Post

Bella's Buddies **\$2,000+**

All above plus:
Opportunity to table at a Dance Marathon Event (1 hour)
¼ page advertisement in event program
Opportunity to hang a banner at 2 Dance Marathon Events

Super-Powie **\$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 event program

Ayden's Army **\$10,000+**

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

Harper's Heroes **\$15,000+**

All above plus:
Opportunity to present donation check on stage at Main Event
Feature in Miracle Child's 'Thank You' video

Club Miss K **\$20,000+**

All above plus:
Opportunity to speak at Miracle Gala
Name an award presented in event during Closing Ceremonies

This list is not exhaustive! The Sponsorships Team is open to new ideas of how to incorporate our partners into the Dance Marathon community.



In the Spring of 2021, we will hold our 27th 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 Rock and Roll, 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. 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 4,000 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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