

DANCE MARATHON

26

Sponsorship Packet



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THANK YOU

University of Stead Family Children's Hospital

PUNCHER

Coca-Cola

FTK

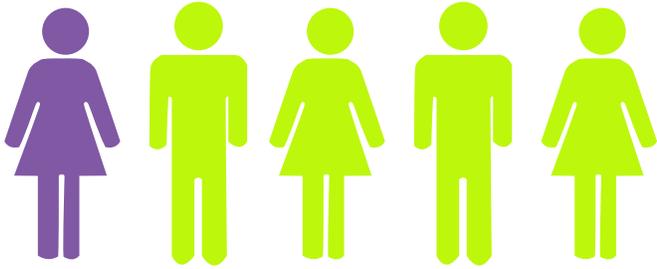
What is UI Dance Marathon?

The University of Iowa's Dance Marathon is the largest student organization on campus, providing year-round emotional and financial support to pediatric cancer patients and their families treated at the University of Iowa Stead Family Children's Hospital. Our organization hosts many events each month in our surrounding communities, including family events, fundraising and dancer events, culminating with our big event. All of these events are able to be sponsored. Dance Marathon participants and community members are continually exposed to the products and services of those who support us, creating vital bonds between our organization and others around us. The Big Event in February is a 24-hour Miracle Network Dance Marathon where over 2,500 students come together to celebrate the children survivors, remember those who have passed away, and to continue the fight against pediatric cancer. For the duration of the event, participants may not consume caffeine, sleep, or sit down (if able) in order to raise awareness for pediatric cancer. At the Big Event, our dancers, leadership members, and, most importantly, our Dance Marathon families assemble in unity with each other and stand strong in this ongoing fight.

Dance Marathon could not make such a great impact on our wonderful kids and families without support from all of our donors. Since our inception in 1994, we've raised \$27,508,627.59 for our beneficiaries, Children's Miracle Network and the University of Iowa Stead Family Children's Hospital. All donations directly benefit our Dance Marathon families fighting an unimaginable battle on the eleventh floor of our hospital, the University of Iowa Dance Marathon Pediatric Cancer Center.

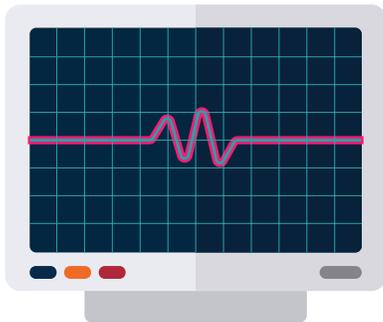
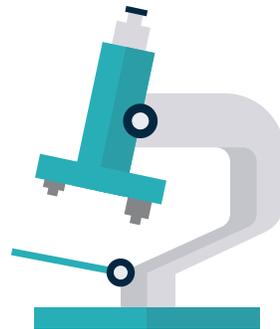
Our numbers would not be attainable without our local and national sponsors. However, sponsors not only help us, but Dance Marathon benefits local and national companies by granting exposure and connection to an amazing organization. If your company is looking to get involved with generous students, campus leaders, and philanthropic communities surrounding Iowa City, The University of Iowa Dance Marathon is a great match for you.

Why Pediatric Cancer?



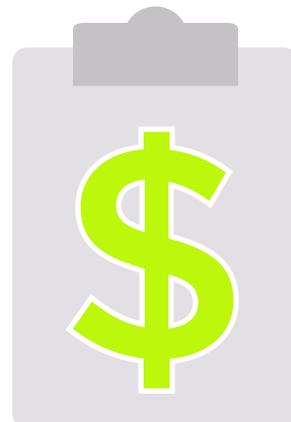
1 in 5 kids diagnosed will lose their battle with cancer

46 kids will be diagnosed with cancer in the United States today



Cancer is the leading cause of death by disease in children under the age of 15

Yet, only 4% of the National Cancer Institutes budget is dedicated to childhood cancer



A LETTER FROM A UI DANCE MARATHON FAMILY

The Dillyn Mumme Family

Dear Prospective Sponsor,

Our families lives were normal and busy with two active children. Running from school and activities during the week to weekend family activities. That soon changed one January evening after picking Dillyn up from wrestling practice. I noticed Dillyn quickly grabbing his chest as he came out of practice but not saying anything which was normal for Dillyn. He was never one to complain about anything especially his health. So when he finally did I knew it was serious. I took him the next day to a chiropractor thinking it was a pulled muscle that tightened up from the coldness of the winter air after his wrestling workout. Not relieved from the pain and only getting worse I took him to our normal chiropractor thinking maybe the first one hadn't gotten him adjusted all the way. By now Dillyn was developing a cough and the pain was more serve. With the advice of the Chiropractor I knew I was calling our family doctor the next morning as it had now been three days and only getting worse. When we got home Dillyn showered to get ready for bed when he noticed something that was NOT common for his body. Something he knew was wrong. That's when he came to me and showed me his legs were covered with tiny little red spots all down his shins to his toes. These red spots we now know as Pataca. Calling the doctor the next day and getting Dillyn in that same day we soon went from a pulled muscle to hearing the words Leukemia.

Dillyn was in trouble as his platelet level was only 34,000 with normal ranging from 150,000 to 300,000. He was at risk of bleeding to death. Not knowing if his platelet level was raising or lowering we were to keep an eye on him and put him in a bubble over the weekend. But if anything worsened we were to bring him straight to the hospital. The next morning the Pataca had now spread to his chest with larger spots around his heart. Taking him back to our local hospital to have his counts checked his platelets were now at 24,000. Knowing now something was severely wrong we rushed him ourselves to the University of Iowa Childrens Hospital where we would soon hear the news no parent wants to hear.. Your son has Cancer.. Dillyn was diagnosed January 12, 2009 with High Risk Pre B Acute Lymphoblastic Leukemia. He was a normal 13 yrs old active teenage boy in his last semester of his 8th grade year. He went from a healthy teenage boy to fighting for his life in a matter of a couple days. Dillyn took daily chemo for 3 1/2 years ranging from a port in his chest, peg shots in his legs to a chemo pill. He spent 79 days in the hospital the first year of his diagnosis and missed over 300 days of school. But he still maintained to



graduate in the top of his class of 2013.

Being a Hawkeye at heart, with Dance Marathon and the Iowa Wrestling coaches and team behind him his college choice was going to be tough. As the University of Iowa did not offer his career choice. Knowing he could not attend college out of state due to his health condition and treatment his next choice would be where he would attend... Dillyn is in his final two semesters at Iowa State majoring in Aerospace Engineering. If you were to see Dillyn on campus you would never know as he is just like any other college student. This past year has been not only memorable for Dillyn but his whole family as well as he was able to do something we always dreamed and prayed for the past 9 years.

He walked across the University of Iowa Dance Marathon stage and graduated 5 years cancer free! This was a huge day in the Mumme family's life! Dillyn celebrated six years cancer free May 13. He just happened to give his mom, Tammy, the best Mother's Day present by taking his last chemo on Mothers Day 2013. Dance Marathon has given our family more than we can ever

given in return. They gave us our son back! Dance Marathon has been here for more than just financial help they have given our family lasting friendship! We became part of Dance Marathon when Dillyn needed them the most and they still have NOT left his side! They were and are here for not only him but our whole family as well. They taught him to believe in himself as they truly believed in him. To follow his dreams and to never give up! I'm proud and honored to say that Dillyn recently finished his second internship and currently started a coop at The Johnson Space Center working for NASA. He is definitely living his dream and now training astronauts! He will come back home in December to finish his last two semesters of school and then call Texas home! When he first was diagnosed we thought our family was turned upside down but honestly it was turned up right. We now know the things we used to think was were important are now only materialistic.



“
*They
gave us
our son
back!*
”

Our Beneficiaries

The University of Iowa Dance Marathon benefits Children's Miracle Network Hospitals by directly contributing to our local Miracle Network Hospital, the University of Iowa Stead Family Children's Hospital. Opened in 2017, our hospital is found right on the University of Iowa campus. The location allows the community members that we reach, our larger donors, and student participants to see the direct impact that their support is making. The hospital's eleventh floor, the University of Iowa Dance Marathon Pediatric Cancer Center, was named for our organization. This floor is filled with Dance Marathon volunteers that make the kids and families we serve more comfortable in the hospital setting. Our beneficiaries and the access that we have to the hospital are truly what excites members of our organization to partake in the movement that is Dance Marathon and to do all that they can For The Kids.



**University of Iowa
Stead Family
Children's Hospital**

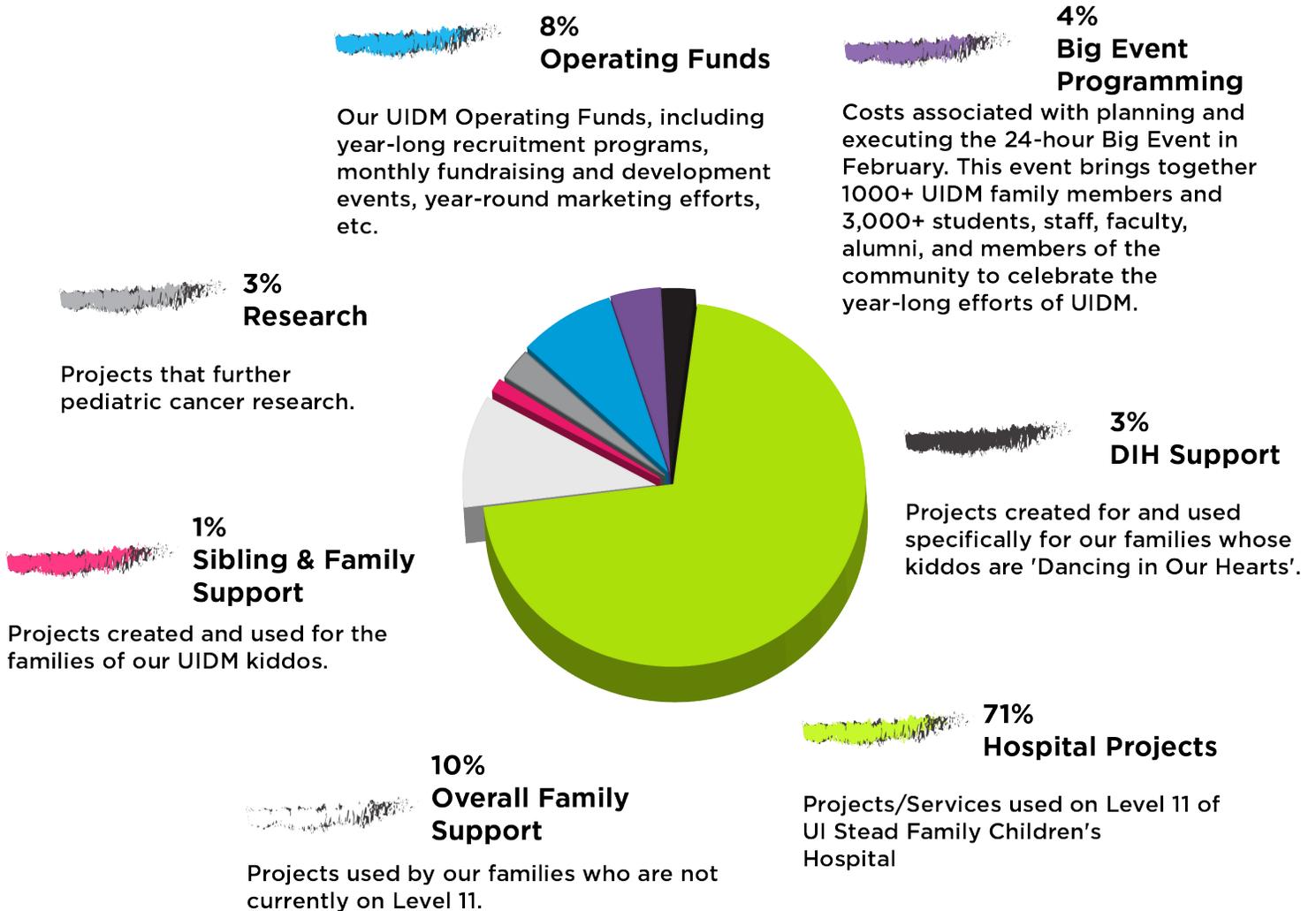


**Children's
Miracle Network
Hospitals**



Difference You're Making

Where does the Money go?



\$2 million toward a Chair Position in Pediatric Oncology

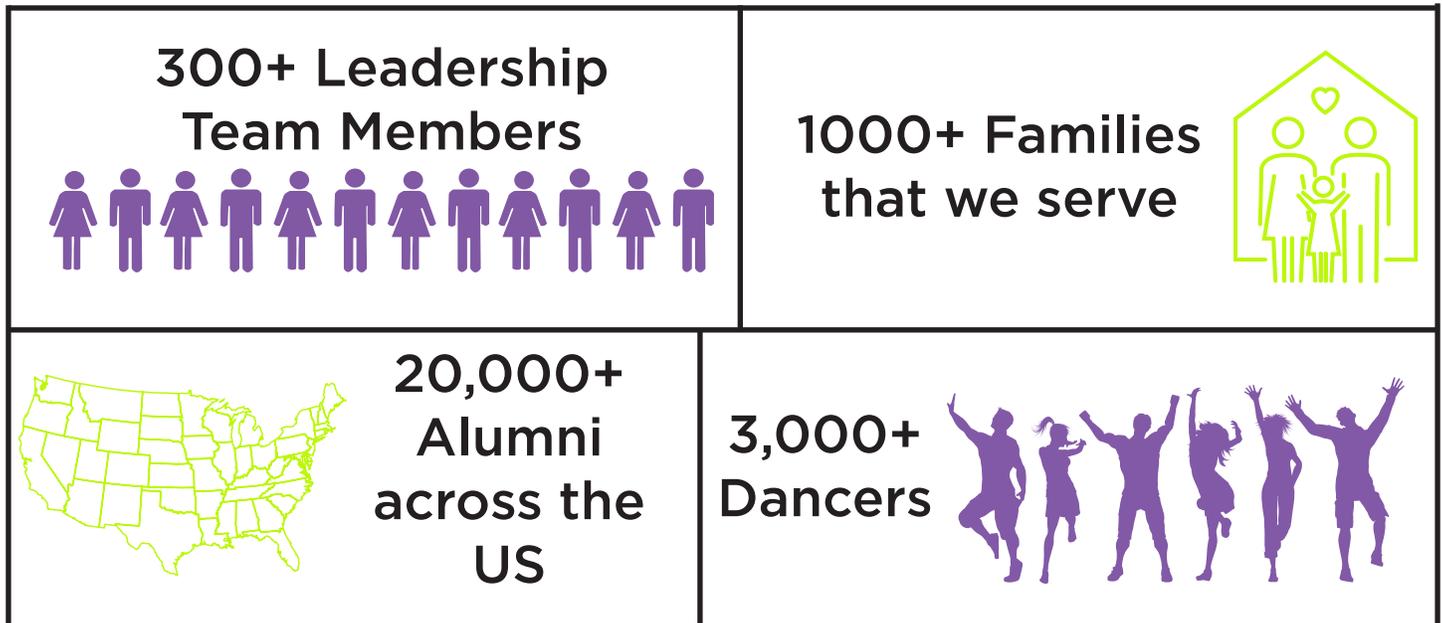
\$5 million to the 11th floor of the hospital

Last year alone we pledged:

\$2.2 million toward the first ever "Dance Marathon Child Life Specialist"

Our Reach

The University of Iowa Dance Marathon could not measure its success without the help from the campus and our surrounding communities. The University of Iowa population makes a huge impact on our fundraising total revealed at our Big Event. Students are dancers and leadership team members who spread our mission and champion our cause on a daily basis. The community's involvement as donors, individuals who selflessly share our passion, and event attendees make a huge contribution and we owe them for our success.



Our Social Media Reach



FACEBOOK
Username: University of Iowa Dance Marathon
13,000+ impressions per post



INSTAGRAM
Username: @uidm
1,250+ views per story post



SNAPCHAT
Username: uidancemarathon
400+ views on story posts



TWITTER
Username: @uidm
6,000+ impressions per post

Community Reach



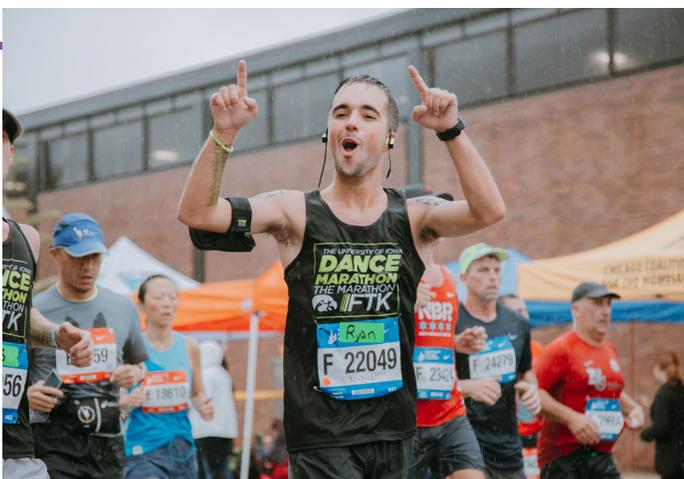
FORE THE KIDS

Fore the Kids is our annual charity golf outing, and the newest UI Dance Marathon external fundraising event. It is a fun event during the month of August for sponsors and external parties to interact first hand with the Dance Marathon community. The golf outing is a shotgun start, scramble play style, with plenty of fun games and fundraising opportunities throughout the entire course. Following the round of golf, lunch is provided, along with a brief program including a Dance Marathon family speaker.



RUNWAY OF HOPE

Runway of Hope is hosted as a part of the University of Iowa's Family Weekend every year. It is held on Sunday morning and includes light appetizers, a short program, a silent auction, and a fashion show hosted by our very own kiddos and their siblings from the UI Stead Family Children's Hospital! It is a fun event both for adults and students as they get the opportunity to interact with the families that Dance Marathon directly benefits.



BANK OF AMERICA CHICAGO MARATHON

Dance Marathon is lucky enough to be able to partner with the Bank of America Chicago Marathon every year to help 285 runners and dancers fundraise \$1250 and train to run the 26.2 miles in October. The runners involved in Dance Marathon the Marathon have the sole purpose of raising money, awareness, and promoting the ideals of Dance Marathon. Some runners even come back for a second, third and even fourth time- all FTK!

MINI DANCE MARATHONS

Elementary, junior high, and high schools across the state of Iowa put on what we call Mini Dance Marathons. The events typically range from four to twelve hours and raise funds for the University of Iowa Stead Family Children's Hospital, but can encompass week long spirit week of fundraising efforts to a large dance modeled after UI Dance Marathon's Big Event. The amazing schools involved in the Mini Dance Marathon Program really get the chance to make their events unique and tailored to their immediate communities. Their fundraising efforts go towards UI Dance Marathon's fundraising total that is revealed at our Big Event in February.



KICKOFF TO KINNICK

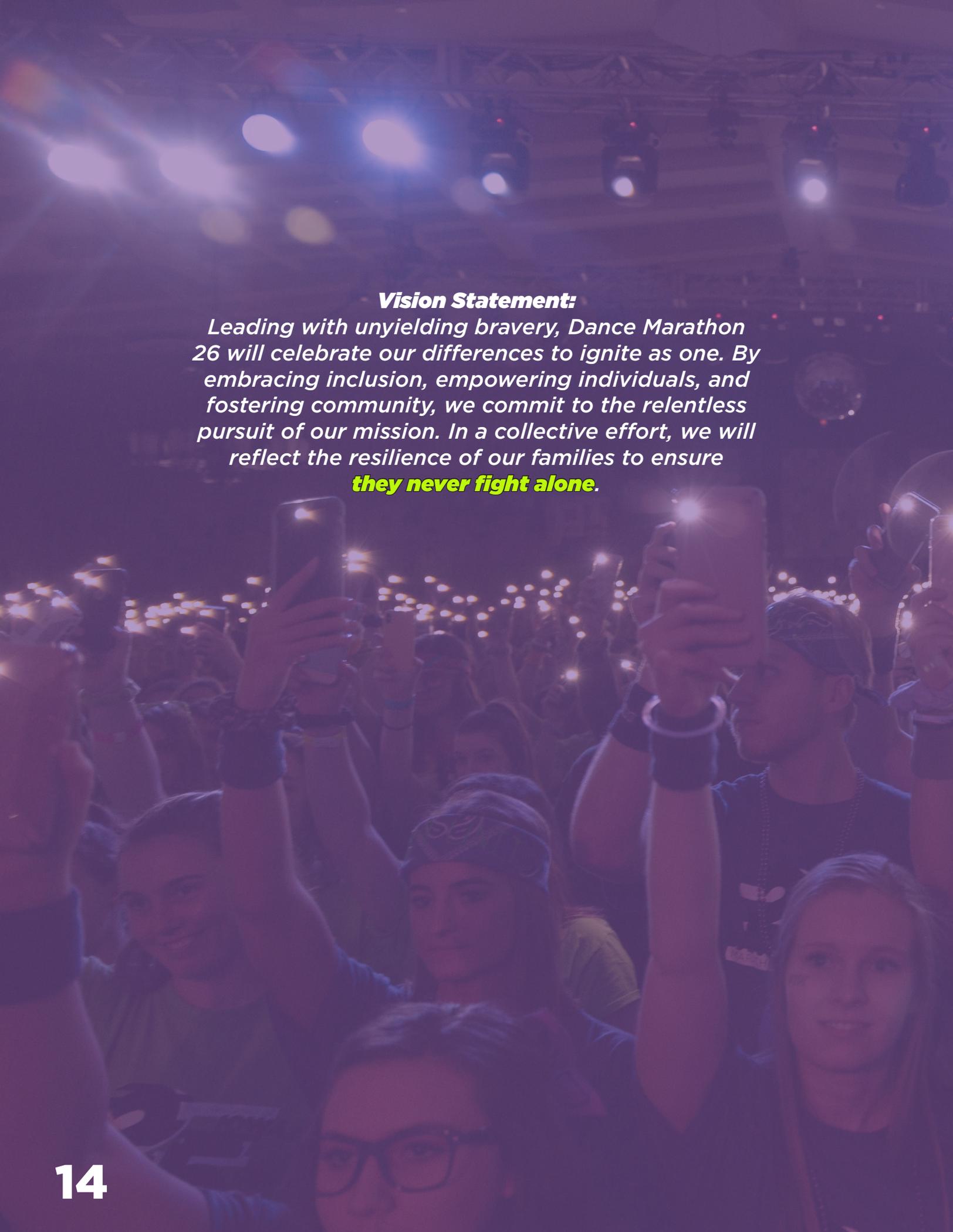
Kickoff to Kinnick is a local 5K that gathers more than 2,000 community members on a Saturday morning during an away football game. The race concludes on the field in the Historic Kinnick Stadium, where there is a post race party with food and refreshments. The Friday night before the race will be a time for the community and our Dance Marathon families to gather, play games, enjoy a meal, and participate in a kids race. Both events are completely open to the public.



MILES IN THE MAIZE

With a 5k and Mile Fun Run all in a corn maize, Miles in the Maize is a brand new event for our organization. The University of Iowa Dance Marathon has partnered with Heartland Soles and the Colony Pumpkin Patch in order to create a large scale event that will entice various community members.





Vision Statement:

*Leading with unyielding bravery, Dance Marathon 26 will celebrate our differences to ignite as one. By embracing inclusion, empowering individuals, and fostering community, we commit to the relentless pursuit of our mission. In a collective effort, we will reflect the resilience of our families to ensure **they never fight alone.***

“After 25 years of fighting cancer, we charge into our 26th year with intention, drive, passion and reflection in order to expand our mission’s reach, elevate our organization’s impact, and situate our vision for the next 25 years of Dance Marathons to follow.

For our 26th anniversary, our focus centers around the strength of our Dance Marathon families, the resilience of our kiddos, and the army it takes to have a fighting chance against one of life’s greatest foes -- childhood cancer. Fighting cancer cannot be a job left for a child and that child’s family; fighting cancer is a communal effort, and we want you to join this movement at the University of Iowa to fight cancer together. This year’s campaign, “We Fight Together,” is our way to communicate our vision to our audience, students, donors, partners, and families -- we are building an army to fight cancer.

University of Iowa Dance Marathon is eager to engage with the mission of your business in order to continue to pursue our vision while sustaining a mutually beneficial relationship. No matter the size of your company’s support or the duration of our partnership, we want you to recognize that fighting a battle against cancer is one that must be done as a vastly diverse and committed community -- a community that you can be a part of. With just over 1,000 families we support, we have an obligation to push harder and fight stronger to ensure no family fights alone. This is a battle that cancer started, but it is a battle that we fight together.

Will you fight with us?”

- Allie Stutting, Executive Director

Sponsorship Levels

The University of Iowa Dance Marathon is a nonprofit IRC Sec. 501(c)(3) organization. All donations are tax deductible. Listed below are our Sponsorship Levels, including the incentives that your company would receive. UI Dance Marathon is more than willing to tailor these levels to each company's business model in order to create a mutually beneficial partnership for both parties involved. To set up a meeting, contact Matt Kolarczyk at DM-Sponsorship@uiowa.edu.

\$25,000 SPONSOR

This sponsorship level includes all benefits listed at lower sponsorship levels in addition to:

- Tour of Stead Family Children's Hospital including location of The Wave for up to 5 employees
- Company Logo will be a part of the Tote Board Reveal
 - *The photo taken of Dance Marathon's final fundraising total circulates on all of UI Dance Marathon social media platforms. Last year, this photo received over 114,000 views on Facebook. This photo is also sent as a thank you to all UI Dance Marathon donors. Over 22,000 donors will receive this postcard with Dance Marathon's fundraising total and your company's logo.*

\$20,000 SPONSOR

This sponsorship level includes all benefits listed at lower sponsorship levels in addition to:

- One hour presented by company at Big Event with time on the Main Stage
 - *An hour of our Big Event will be dedicated to you. This will begin with the opportunity for you to be on stage presenting for 5 minutes to over 4,000 people. Additionally, your logo and information will be displayed on a banner in the Iowa Memorial Union for the entire hour!*
- Presented the Dance Marathon Miracle Maker Award at the Big Event

\$15,000 SPONSOR

This sponsorship level includes all benefits listed at lower sponsorship levels in addition to:

- Logo on 5,000 shirts for the Big Event
- Recognition on Dance Marathon Facebook
 - *13,000+ impressions per post*
- Invitation to one All-Leadership Meeting
 - *Opportunity to present on behalf of your business to over 300 leaders on the University of Iowa campus for 15 minutes.*

\$10,000 SPONSOR

This sponsorship level includes all benefits listed at lower sponsorship levels in addition to:

- Presented the Dance Marathon Miracle Maker Award at the DM Hall of Fame Event
- One hour presented by company at the Big Event
- Recognition on Dance Marathon Twitter
 - *6,000+ impressions per post*

\$7,500 SPONSOR

This sponsorship level includes all benefits listed at lower sponsorship levels in addition to:

- Large Text on 5,000 shirts for Big Event
- 3 Dance Marathon 26 Sponsor Big Event t-shirts
- Ability to send email from company to Dance Marathon Dancers and Leadership members
- Invitation to one Dancer Meeting
 - *Table outside of the second-floor ballroom of the Iowa Memorial Union, reaching over 600 University of Iowa students*

\$5,000 SPONSOR

This sponsorship level includes all benefits listed at lower sponsorship levels in addition to:

- Two Hour Company Table at the Big Event
- Recognition on Dance Marathon Instagram story
 - *1,250+ views on story posts*

\$2,500 SPONSOR

This sponsorship level includes all benefits listed at lower sponsorship levels in addition to:

- Company logo on a banner on main stage of the Big Event
- Recognition on Dance Marathon Snapchat story
 - *400+ views on story posts*

\$1,000 SPONSOR

- Invitation to all Dance Marathon Events, including the Big Event
- Invitation to Hall of Fame Event
- Hyperlinked logo on the official Dance Marathon website

Thank You!

The University of Iowa Dance Marathon would not be what it is today without the help of local and national sponsors. Sponsors have the chance to be an integral part of the largest student run organization on the University of Iowa campus. These sponsors not only benefit the cause of Dance Marathon, but Dance Marathon benefits local and national companies by granting exposure and connection to an amazing organization.

If your organization is looking to get involved with generous students, campus leaders, and a philanthropic community that wants to help take care of those in need, The University of Iowa Dance Marathon is a great match for your company. We will work tirelessly to ensure a mutually beneficial partnership that fits Dance Marathon's mission and your business model.

Thank you for taking the time out of your day to learn more about UI Dance Marathon and the sponsorship packages that we offer to our donors. Please direct any questions you may have to the following individuals:

Sponsorship Director:
Matt Kolarczyk DM-Sponsorship@uiowa.edu

Finance Director:
Dan Rafferty DM-Finance@uiowa.edu

Executive Director:
Allie Stutting DM-Executive@uiowa.edu

