DANCE MARATHON TWENTY FOUR SPONSORSHIP PACKET
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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, and our culminating 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 sit, sleep, or drink caffeine 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 $21,537,211.10 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.
Dance Marathon 24

**VISION STATEMENT**

With open arms and empathetic hearts, we will provide endless hope and support to our kiddos and families through confidence in our passion that will embrace challenges, consistently push limits, and foster innovation. Our color alone will give the kids a reason to smile as we create new reasons to celebrate the united efforts of Dance Marathon 24.

**MISSION STATEMENT**

University of Iowa Dance Marathon creates and sustains special projects to provide emotional and financial support for pediatric oncology and bone marrow transplant patients and their families treated at University of Iowa Stead Family Children's Hospital.
Dear Prospective Sponsor,

My name is Shelley Witt-Gentile. My son Darick Dunham was diagnosed with acute lymphoblastic leukemia (ALL) 1 month before his 4th birthday. I wish I could say that my experience with cancer is unique; unfortunately it is not. I represent hundreds of pediatric cancer families who have had their lives turned upside down in a matter of moments with a simple diagnosis. Unless you’ve experienced it, you can be hard to understand how disruptive and destructive cancer can be. If you would be so kind as to listen, I’d like to take a moment to help you understand. Before I begin I kindly ask that you take a moment to sit down, clear your mind, and listen intently as I share my story with you.

Before Darick’s diagnosis, I was a single mom living in a cute little rental house simply raising my son. I am college educated and had a nice job that allowed me to live a simple life. I paid my bills and had a small amount of disposable income. Darick and I had a very predictable schedule. We would get up in the morning; I would drop Darick off at daycare and our daycare provider told me that Darick had a slight fever, hadn’t eaten all day and just didn’t seem to feel good. I took him home, gave him Tylenol and had him sleep in my bed so I could keep an eye on him. In the middle of the night Darick had what I think was a little seizure. It scared me enough that I scooped him up and took him to the local emergency room. They ran tests, took blood and put Darick in the hospital. Apparently Darick’s blood work looked odd and they wanted to monitor him. They immediately reached out to the University of Iowa Children’s Hospital for consultation. We stayed at the local hospital for 3 days and then were transported via ambulance to Iowa City. Three days after being admitted to the hospital in Iowa City I was told that my son had leukemia. It was explained to me that he would need to complete a 3-year chemotherapy treatment program. I was shocked, saddened and immediately overwhelmed. I was also told that Darick was so sick and had such a compromised immune system that he could not be in daycare because a simple cold could kill him. Now remember, I was a single mom with limited means. At this point I had used 4 days of vacation time simply to learn that I was facing a 3-year treatment protocol and that Darick could no longer be in daycare. How was I supposed to work? If I worked where would Darick go during the day while I was at work? If I had in-home daycare who could I hire to take care of such a sick child? The amount of daily medications and the schedule that had to be adhered to was overwhelming. If I didn’t work and took care of the parking ramp way I needed to and needed to then how would I pay my rent? Where would we live?

With time I learned that other families were faced with similar obstacles. I watched families living on two-incomes being forced to drop one income. I watched families sell homes and downsize. I met one family who was forced to upsize so that they could live in a home with enough bedrooms to dedicate a single room to their very sick child. I witnessed families moving in with grandparents so that they could care for their sick child. If I looked hard enough it was all around me. It was shocking to me. We were all hard working excellent parents faced with horrendous decisions all while we were trying to comprehend the seriousness of a disease and the unknown future of our children. The stress was unmeasurable.

Darick ended up being in the hospital for 14 days after his original diagnosis. During that time someone gave me information about an organization called Dance Marathon. I really didn’t understand what it was and frankly at that point didn’t care, but I signed the forms and acted as if I did. Shortly after that I noticed that someone brought me food vouchers. Now remember, I had left my house in the middle of the night and had yet to go home. What money I had was all that was happening in my purse. At the time of Darick’s diagnosis there were no such things as cell phones, ATM cards, debit cards, facebook, etc. Credit cards were used sparingly and there was no such thing as credit card vending machines. Then I received long-distance phone cards and was able to call family and friends. I received a hotel voucher which allowed my family to come and stay with me. I noticed that breakfast was provided in the lounge on a certain day and week and that college aged kids came to Darick’s room and played with him allowing me time to take a break and there were even kids who had children’s cancer that wanted to participate in. I didn’t really understand it all, but at some level I knew I needed it. Without the help of this organization called Dance Marathon I really don’t know how I would have been able to eat.

Eventually, Darick was released from the hospital. To this day I cannot remember who brought me my car given that we arrived in an ambulance, but someone did and there was my car. Before we walked out of the hospital someone handed me a piece of paper and said I might need this when leaving the parking ramp. Again, I didn’t understand, but put it in my purse. I bundled Darick up and put him in my car. As we pulled up to the parking ramp gate I handed the parking attendant my parking pass and I am not kidding, she said $188.97. I looked at her and laughed and thought I was dreaming. I didn’t have that kind of money. How was I going to get my car out of the parking ramp? Then I remembered that piece of paper someone had handed me and I gave it to the attendant. I remember to this day what happened next, the attendant took the piece of paper, said thank you and the gate of the parking ramp opened. As I watched that parking gate go up I looked in the mirror at Darick, took a deep breath, said a prayer and thought okay kiddo here we go…….wondering to myself what was next, how we were going to make it and what had happened to our sweet simple life. So what did Darick and I do? Well we did what every other pediatric cancer family does. We leaned on our friends, family and community and somehow pieced it together. We became a Dance Marathon family and signed up for every DM event and every DM opportunity that was available. Dance Marathon allowed me to share my son during a time that I couldn’t. Cancer drains you financially, physically and emotionally. It is very humbling to lean on others. Dance Marathon doesn’t care. They are there when you don’t even know you need them. They don’t ask, they just do. With the help of Dance Marathon I could provide Darick with Christmas gifts, I could take him on day trips and let him experience fun and exciting life events. Without cancer I could have done that on my own. With cancer I could not. Dance Marathon is a financial, physical and emotional life line that pediatric cancer families need. Without Dance Marathon I’m not sure where we would be. We are a proud Dance Marathon family and Darick is a proud Dance Marathon kiddo! I am blessed to say that Darick survived his cancer. Dance Marathon is the one organization that defines my family. Dance Marathon made a very difficult journey less difficult. Darick and I still to this day talk about the fact that if it weren’t for Dance Marathon we would still be sitting in that hospital parking ramp. As the proud mother of a pediatric cancer patient I ask kindly for your Dance Marathon sponsorship.

Thank you for your time!

Shelley Witt- Gentile (proud mother to Darick Dunham pediatric cancer patient)
The University of Iowa Dance Marathon benefits Children’s Miracle Network Hospitals by directly benefitting 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. We pack this floor everyday 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.
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 that 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.

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.

Family Weekend Brunch is hosted as part of the University of Iowa’s Family Weekend. The event is always the Sunday morning of family weekend, and includes brunch, a program and a silent auction. For more information on how to sponsor this event, email dm.sponsorship@gmail.com.

Each year UI Dance Marathon receives a specific number of running spots as a charity organization in the Bank of America Chicago Marathon. As the organization has grown, we have received more running spots year after year, and currently have 230 runners registered for the 2017 race. Dance Marathon Runners are required to fundraise $1,000 to participate in both the marathon and the Big Event in February. The jerseys that runners sport throughout the entire race are able to be sponsored, allowing company logos on the back for business exposure. If you are specifically interested in being a Dance Marathon the Marathon sponsor, please email dm.sponsorship@gmail.com.

We are incredibly excited to be partnering with Kickoff to Kinnick for the first time this year. 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.
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 Hayden Bevelacqua at dm.sponsorship@gmail.com.

$20,000 MIRACLE PRESENTING SPONSOR

- Sponsor Recognition Plaque
- Hyperlinked Logo on Dance Marathon Website
- Recognition on Dance Marathon Social Media (Facebook, Twitter, Instagram)
- Email blurbs from your company can be sent to our Dance Marathon Dancers and Leadership Team for business exposure
- Extra-Large Logo in the Daily Iowan the Week of the Big Event
- Extra-Large Logo on 4,000 Shirts for Big Event
- Company Banner on Stage at Big Event
- Two Hour Table at Big Event
- 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 for the entire hour!
  - Company Logo will be a part of 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.
- Opportunity to introduce yourself and one of our Dance Marathon Family Speakers at the Big Event
- Five VIP passes for the complete Big Event access
  - 2 hours
- Invitation to Sponsor Recognition Brunch at Big Event
- Presented with Dance Marathon Miracle Maker Award at Big Event
- Invitation to all Dance Marathon Events Throughout the Year
- Invitation to 1 Family Event to See Your Impact on the Families We Serve
- Invitation to 1 Dancer Meeting, with a table outside, reaching over 600 University of Iowa students
- Invitation to 1 All Leadership Meeting with the opportunity to present on behalf of your business to over 290 leaders on the University of Iowa campus
  - 15 minutes
- Opportunity to pair with a Leadership Family Rep. He or she will be a liaison between you and a Dance Marathon family. The Leadership Family Rep will keep you updated on the family’s lives and their involvement with UI Dance Marathon.
$15,000 HAWKEYE HERO SPONSOR

- Sponsor Recognition Plaque
- Hyperlinked Logo on Dance Marathon Website
- Recognition on Dance Marathon Social Media (Facebook, Twitter, Instagram)
- Email blurbs from your company can be sent to our Dance Marathon Dancers and Leadership Team for business exposure
- Extra-Large Logo in the Daily Iowan the Week of the Big Event
- Extra-Large Logo on 4,000 Shirts for Big Event
- Company Banner on Stage at Big Event
- Two Hour Table at Big Event
- One Hour Presented by Company at Big Event
- Opportunity to introduce yourself and one of our Dance Marathon Family Speakers at the Big Event
- Five VIP passes for the complete Big Event access
- 2 hours
- Invitation to Sponsor Recognition Brunch at Big Event
- Invitation to 1 Dancer Meeting, with a table outside, reaching over 600 University of Iowa students
- Invitation to 1 All Leadership Meeting with the opportunity to present on behalf of your business to over 290 leaders on the University of Iowa campus
- 15 minutes
- Opportunity to pair with a Leadership Family Rep. He or she will be a liaison between you and a Dance Marathon family. The Leadership Family Rep will keep you updated on the family’s lives and their involvement with UI Dance Marathon.

$10,000 LASTING LEGACY SPONSOR

- Sponsor Recognition Plaque
- Hyperlinked Logo on Dance Marathon Website
- Recognition on Dance Marathon Social Media (Facebook, Twitter, Instagram)
- Email blurbs from your company can be sent to our Dance Marathon Dancers and Leadership Team for business exposure
- Large Logo in the Daily Iowan the Week of the Big Event
- Large Logo on 4,000 Shirts for Big Event
- Company Banner on Stage at Big Event
- Two Hour Company Table at Big Event
- One Hour Presented by Company at Big Event
- Invitation to Sponsor Recognition Brunch at Big Event
- Invitation to 1 Dancer Meeting, with a table outside, reaching over 600 University of Iowa students
- Invitation to 1 All Leadership Meeting with the opportunity to present on behalf of your business to over 290 leaders on the University of Iowa campus
- 15 minutes
- Opportunity to pair with a Leadership Family Rep. He or she will be a liaison between you and a Dance Marathon family. The Leadership Family Rep will keep you updated on the family’s lives and their involvement with UI Dance Marathon.

$7,500 CHAMPION SPONSOR

- Sponsor Recognition Plaque
- Hyperlinked Logo on Dance Marathon Website
- Recognition on Dance Marathon Social Media (Facebook, Twitter, Instagram)
- Email blurbs from your company can be sent to our Dance Marathon Dancers and Leadership Team for business exposure
- Logo in the Daily Iowan the Week of the Big Event
- Logo on 4,000 Shirts for Big Event
- Company Banner on Stage at Big Event
- Two Hour Company Table at Big Event
- Invitation to Sponsor Recognition Brunch at Big Event
- Invitation to 1 Dancer Meeting, with a table outside, reaching over 600 University of Iowa students

$5,000 EMPOWERING SPONSOR

- Sponsor Recognition Plaque
- Hyperlinked Logo on Dance Marathon Website
- Recognition on Dance Marathon Social Media (Facebook, Twitter, Instagram)
- Email blurbs from your company can be sent to our Dance Marathon Dancers and Leadership Team for business exposure
- Small Logo in the Daily Iowan the Week of the Big Event
- Company Name on 4,000 Shirts for Big Event
- Company Banner on Stage at Big Event
- Invitation to Sponsor Recognition Brunch at Big Event
- Invitation to 1 Dancer Meeting, with a table outside, reaching over 600 University of Iowa students

$2,500 IMPACTING SPONSOR

- Sponsor Recognition Plaque
- Hyperlinked Logo on Dance Marathon Website
- Recognition on Dance Marathon Social Media (Facebook, Twitter, Instagram)
- Email blurbs from your company can be sent to our Dance Marathon Dancers and Leadership Team for business exposure
- Small Logo in the Daily Iowan the Week of the Big Event
- Invitation to Sponsor Recognition Brunch at Big Event
$1,000 FOR THE KIDS SPONSOR

• Sponsor Recognition Plaque
• Hyperlinked Logo on Dance Marathon Website
• Invitation to Sponsor Recognition Brunch at Big Event

No matter the amount of your sponsorship, big or small, it is making an impact on the children and families that UI Dance Marathon serves. Below is a list of just some of the items and programs that your money can go towards when becoming a general sponsor for UI Dance Marathon.

$1,000 goes towards the cost of pharmacy medications for one year
$2,000 pays for a semester scholarship for a cancer survivor
• This year, UI Dance Marathon plans on funding seven scholarships
$2,300 provides Fingerprint Necklaces for family members of kiddos forever dancing in our hearts
$3,500 funds the Sibling Support Group at the University of Iowa Stead Family Children’s Hospital
$5,000 pays for funeral expenses for a child forever dancing in our hearts
$7,400 funds the Nu Du Program that provides wigs and hats for our Dance Marathon kiddos that have lost their hair during treatment
$7,700 helps with the purchase of Education Materials given to families upon diagnosis
• These are written materials with diagnosis specific information. The Dance Marathon funds also help to purchase materials to help keep this information organized throughout the treatment process.
$7,800 covers the cost of Food and Beverage Carts for grieving families
$16,200 goes towards Family Parking Passes for the hospital ramps, allowing free parking for everyone we serve
$55,800 is used to send Dance Marathon kiddos and their siblings, free of charge, to Camp Heart Connection over the summer
• Camp Heart Connection is two separate camps: Oncology and Sibling. Each are held for one week over the summer. Oncology Camp allows for children who are on or off treatment to attend a week full of typical summer camp activities and so much more. Sibling Camp allows for siblings to experience a week they can call their own. It’s a place where they can reconcile their emotions and meet others who’ve lost a sister or brother to cancer.
$880,397 this year covers some of the costs included in the $2.2 million University of Iowa Dance Marathon Pediatric Oncology Targeted Therapy Program
• This program will allow UI Stead Family Children’s Hospital to assemble a targeted therapies infrastructure and begin hosting phase I and phase II clinical trials for pediatric cancer patients. This gift allows UI Stead Family Children’s Hospital to treat children whose cancer has not responded to standard therapies. The approval of this request places UI Stead Family Children’s Hospital among an elite group of hospitals across the United States performing these pediatric trials.
Thank you for taking the time out of your day to learn a little more about UI Dance Marathon and the sponsorship packages that we offer to our donors. Please direct any questions you may have to any of the following individuals:

**Sponsorship Director:**
Hayden Bevelacqua dm.sponsorship@gmail.com

**Business Director:**
Dylan Ritchie dm.business@gmail.com

**Executive Director:**
Alexander Linden dm.executive@gmail.com