



UNIVERSITY OF IOWA **DANCE** **MARATHON** **SPONSORSHIP** **INFORMATION**



WELCOME

Welcome to the University of Iowa Dance Marathon community! UIDM is a student-led non-profit organization that provides emotional and financial support for pediatric oncology, hematology, and bone marrow transplant patients at the UI Stead Family Children's Hospital. Over the past 29 years, we have raised over \$34 million to fund various projects including a \$2 million allocation to establish the UIDM Pediatric Oncology Chair in Clinical and Translational Research, a yearly \$55,000 pledge to fund the UI Dance Marathon Child Life Fellowship position, and over \$650,000 to fund cutting edge MRI equipment to provide higher quality treatment for our kiddos. Beyond this, UIDM funds daily expenses for our families, from pharmacy and funeral expenses to hospital activities for the patients and gift cards for their families. We strive to provide support for our over 1,300 kiddos and their families every step of the way.



In our 30th year, we will continue to provide unwavering support to our families by expanding upon our past achievements until no parent has to hear the words, "your child has cancer." As a sponsor, you will join the fight against pediatric cancer and support countless kids and their families within your community. Your support will allow us to fund more hospital projects, support more families, and create more tomorrows for the many children battling pediatric cancer.

I invite you to join our community and join our fight as none of this is possible without the support of our partners, community members, and sponsors. Together, we can make more miracles happen for our kiddos and their families.

Sushma Santhana, DM 30 Executive Director

VISION STATEMENT

As we celebrate our 30th year, Dance Marathon will reflect on our past and envision our future. Our organization will be driven by a passionate and dedicated community from all walks of life. We will create an environment where our families feel supported, loved, and empowered. Together, we will continue to build lasting legacies.



WHY WE DANCE

1,300+ UIDM families

the average associated cost of pediatric cancer medical bills and loss of parental wages for one child is **\$833,000**

<4% of the annual budget from the National Institute of Health is allocated to childhood cancer research

47 children will be diagnosed with cancer in the United States today, equaling **17,000+** annually



SPONSORSHIP LEVELS

The University of Iowa Dance Marathon is a non-profit IRC Sec. 501(c)(3) organization.

All donations are tax deductible. Listed below are our Sponsorship Levels and corresponding incentives. UI Dance Marathon can also tailor these levels to each company's business model in order to create a mutually beneficial partnership. To set up a meeting, contact David Consuelos at DM-Sponsorship@uiowa.edu.

LEGACY CHAMPION

\$30,000+

Includes all benefits listed at lower sponsorship levels PLUS:

COMPANY UNIQUE DM EVENT

This event will be set up to promote your company and UI Dance Marathon together.

MIRACLE MAKER

\$20,000 - \$29,999

Includes all benefits listed at lower sponsorship levels PLUS:

COMPANY LOGO AS PART OF THE TOTEBOARD REVEAL

The photo taken of our final fundraising total, along with your company's logo, circulates on all UIDM social media platforms and is sent to donors as a thank you.

CUSTOM INCENTIVE

At the company's discretion, discussed and agreed upon with the DM 30 Sponsorship Director.



PLATINUM

\$15,000 - \$19,999

Includes all benefits listed at lower sponsorship levels PLUS:

***OPPORTUNITY TO PRESENT A CHECK ON STAGE
AT THE BIG EVENT***

NAMING RIGHTS TO PART OF THE BIG EVENT

An area or activity room of the Big Event will be named after your company.

GOLD

\$10,000 - \$14,999

Includes all benefits listed at lower sponsorship levels PLUS:

COMPANY LOGO ON BIG EVENT T-SHIRTS

Approximately 3,000 shirts.

PRESENT ONE HOUR OF THE BIG EVENT

One hour of the Big Event is dedicated to your company, beginning with a presentation to over 4,000 people. Your logo and information will be displayed on a banner for the hour.

INVITATION TO SPEAK AT ONE DANCER MEETING

Able to reach over 600 UI students at a monthly DM meeting.



SILVER

\$5,000 - \$9,999

Includes all benefits listed at lower sponsorship levels PLUS:

TABLE AT THE BIG EVENT FOR TWO HOURS

THREE DM 30 SPONSOR BIG EVENT T-SHIRTS

ABILITY TO SEND EMAIL TO DM PARTICIPANTS

BRONZE

\$1,000 - \$4,999

Includes all benefits listed at lower sponsorship levels PLUS:

**BUSINESS FLYER OR COUPON IN BIG EVENT
DANCER BAGS**

LOGO ON BIG EVENT MAINSTAGE BANNER

LIME

\$500 - \$999

COMPANY LOGO ON UIDM WEBSITE

SHOUTOUT ON UIDM SOCIAL MEDIA PLATFORMS

"PROUD SPONSOR OF UIDM" DECAL

INVITATION TO THE BIG EVENT & HALL OF FAME



COMMUNITY PROJECTS

BIG EVENT

Since 1994, the University of Iowa Dance Marathon has capped off the end of their fundraising year through what is known as the “Big Event.” Currently, our Big Event consists of 24 hours where participants commit to remaining awake, standing up, and staying caffeine-free while continuing to fundraise and support our families. The milestone event is full of speakers, fun activities, and fundraising while always keeping our kiddos at the center. We invite all 1300+ of our DM families to join us in celebrating the conclusion of the year, where our hard work and dedication are symbolized by the reveal of the final tote board.



BANK OF AMERICA CHICAGO MARATHON

UIDM partners with the Bank of America Chicago Marathon every year to help runners and dancers each fundraise \$1750 and train to run the 26.2 miles in October. The runners involved in Dance Marathon the Marathon are raising money, awareness, and promoting the mission of Dance Marathon.



RUNWAY OF HOPE

This event is hosted as part of the University of Iowa's Family Weekend, which includes light appetizers, a short program, a silent auction, and a fashion show. It is hosted by our kiddos and their siblings from UI Stead Family Children's Hospital! It is an opportunity for students and parents to interact with the families that Dance Marathon benefits.



GALA

To bring together our partners, community members, and alumni, UIDM will be hosting its first annual benefit gala! This will be a chance to connect with fellow Dance Marathon supporters to continuing raising money for our families.

CONNECT WITH US



INSTAGRAM
@uidm



YOUTUBE
@uidancemarathon



FACEBOOK
University of Iowa
Dance Marathon



FLICKR
University of Iowa
Dance Marathon



TWITTER
@uidm



SNAPCHAT
@uidancemarathon



THANK YOU

The University of Iowa Dance Marathon would not be what it is today without the help of local and national sponsors. By sponsoring Dance Marathon, you have the chance to be a crucial part of the largest student-run organization on the University of Iowa campus. Sponsors not only benefit the cause of Dance Marathon, but we benefit local and national companies by granting exposure and connection to the organization and the community.



If your organization is looking to get involved with incredible students, campus leaders, and a philanthropic organization that is deeply rooted in the community, 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 ideas and model.

Thank you for taking the time out of your day to learn more about UI Dance Marathon and the sponsorship packages we offer.

Creating tomorrow by dancing today,
David Consuelos, DM 30 Sponsorship Director

QUESTIONS?

DAVID CONSUELOS, SPONSORSHIP DIRECTOR

dm-sponsorship@uiowa.edu

SUSHMA SANTHANA, EXECUTIVE DIRECTOR

dm-executive@uiowa.edu

GRACE QUAST-VILLAFANA, HOSPITALITY DIRECTOR

dm-hospitality@uiowa.edu

