



# **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 30 years, we have raised over \$35 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 31st 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.

Anna Bright, DM 31 Executive Director

## VISION STATEMENT

*Inspired by a year of triumphs, DM31 will continue to foster a community in which compassion, joy, and empathy thrive. We will use this foundation to persevere through new challenges while remaining true to our values. We stand united in our dedication to our kiddos and families as we support all members in the process of discovering their why. Together, we will be **powered by purpose**.*





# 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 Tommy Layden at [DM-Sponsorship@uiowa.edu](mailto: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 31 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 31 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**

**INVITATION TO THE BIG EVENT**



# 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 2nd annual benefit gala! This will be a chance to connect with fellow Dance Marathon supporters in an effort to raise additional money for our families, provide a networking space for professionals, and enjoy a lovely meal and some entertainment.



# ***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,  
Tommy Layden, DM 31 Sponsorship Director

# ***QUESTIONS?***

***TOMMY LAYDEN, SPONSORSHIP DIRECTOR***

dm-sponsorship@uiowa.edu

***ANNA BRIGHT, EXECUTIVE DIRECTOR***

dm-executive@uiowa.edu

***OLIVIA VAN FOSSEON-ROELFS, HOSPITALITY DIRECTOR***

dm-hospitality@uiowa.edu

