



UNIVERSITY OF IOWA
DANCE
MARATHON
SPONSORSHIP
INFORMATION



WELCOME

Welcome to the University of Iowa Dance Marathon community! For 33 years, UIDM has provided emotional and financial support to pediatric oncology patients and their families at UI Health Care Stead Family Children's Hospital. With more than \$39 million raised, we have funded groundbreaking research, advanced medical equipment, and everyday family needs. By becoming a sponsor, you will join our fight against pediatric cancer and help us continue supporting more than 1,500 kiddos and their families. Together, we can make more miracles happen for our kiddos and their families.

Aubrey Haney, DM33 Executive Director



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.

CONNECT WITH US



INSTAGRAM

@uidm



YOUTUBE

@uidancemarathon



FACEBOOK

University of Iowa
Dance Marathon



FLICKR

University of Iowa
Dance Marathon



X

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WHY WE DANCE

1500+ 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

Choose the level that fits your goals. Every partnership supports local families affected by pediatric cancer, and custom packages are always available.

Levels	Bronze	Silver	Gold	Platinum	Miracle Maker
Partnership Benefits	\$500-\$999	\$1,000-\$4,999	\$5,000-\$9,999	\$10,000-\$29,999	\$30,000+
Logo on the UIDM website	☒	☒	☒	☒	☒
Recognition on UIDM social media	☒	☒	☒	☒	☒
Invitation to the Big Event	☒	☒	☒	☒	☒
Flyer or coupon in Big Event dancer bags	☐	☒	☒	☒	☒
Logo on the Big Event mainstage banner	☐	☒	☒	☒	☒
Logo on Big Event T-shirts	☐	☐	☒	☒	☒
Two-hour table at Day2DM	☐	☐	☒	☒	☒
Dedicated email to Dance Marathon participants	☐	☐	☒	☒	☒
Check presentation on the Big Event stage	☐	☐	☐	☒	☒
Naming rights to part of the Big	☐	☐	☐	☒	☒
Two-hour table at the Big Event	☐	☐	☐	☒	☒
Customized company + UIDM event	☐	☐	☐	☐	☒

Need something different? We can tailor recognition, event involvement, and engagement opportunities around your organization's goals. Contact us at dm-sponsorship@uiowa.edu



WHERE THE MONEY GOES

\$2 million MRI machine at
Stead Family Children's Hospital

Pharmacy Co-Pays and
Funeral Costs

Camp Heart Connections
Oncology Camp

Up to \$50,000 annually for research projects
advancing stem cell transplantation and/or
immunotherapies for pediatric cancer patients

Music Therapy Fellowship

QUESTIONS?

JOSEPH HUGHES, SPONSORSHIP DIRECTOR

dm-sponsorship@uiowa.edu



COMMUNITY PROJECTS

BIG EVENT

Since 1994, the University of Iowa Dance Marathon has capped off the end of its fundraising year through what is known as the “Big Event.” Currently, our Big Event consists of 24 hours where 3K+ participants commit to remaining awake and standing 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 1500+ 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 \$2200 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.

FAMILY EVENTS

Family events are some of Dance Marathon’s most meaningful opportunities to connect with the families we support. Throughout the year, events like Winter Wonderland, Fun City, Bloomsbury Farms, Camp Wapsie, Blank Park Zoo, and AirFX give our kiddos and families the chance to step away from the hospital setting, have fun, and make special memories together. At these events, Dance Marathon members get to play, laugh, and spend time with the kids and families who remind us why we do what we do.



DAY TO DM

Day to DM is a 24-hour fundraising event hosted by UIDM. Throughout the day, participants come together to raise money to fight pediatric cancer, take part in fun activities and challenges, hear stories from families, and build a stronger connection to the Dance Marathon community. The day is filled with fundraising, teamwork, and opportunities to celebrate the impact that Dance Marathon has on children and families at UI Stead Family Children's Hospital.



GALA

To bring together our partners, community members, and alumni, UIDM will be hosting its 4th 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.

THANK YOU

On behalf of the University of Iowa Dance Marathon, thank you for considering a partnership with our organization. Your support helps fund pediatric cancer research, enhance patient care, and provide emotional and financial assistance to families at UI Health Care Stead Family Children's Hospital. In return, our partnerships offer meaningful opportunities for community engagement, brand visibility, and connection with thousands of students, families, alumni, and supporters. We are committed to creating lasting partnerships that support both our sponsors' goals and our mission. Together, we can create hope, make a lasting impact, and build a future without pediatric cancer.

Creating Tomorrow By Dancing Today,
Joseph Hughes, DM33 Sponsorship Director

