

**DANCE  
MARATHON**  
AT FLORIDA STATE UNIVERSITY®

**PARTNERSHIP**  
*opportunities*

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# About Dance Marathon at FSU

Dance Marathon at Florida State University is a student-run philanthropy dedicated to raising funds for our local beneficiaries, UF Health Shands Children's Hospital and FSU's College of Medicine Pediatric Outreach Programs. Our year-long movement culminates in a weekend-long event where about **2,000** students stay awake and on their feet to raise money and awareness for our cause. In 2023, DM at FSU raised \$1,308,578.28 for our Miracle Children. As the **fourth largest** Dance Marathon program in the country, both in funds raised and student participation, DM at FSU has raised over **20 million** dollars in the past 28 years. We are the largest student-run philanthropy in the southeastern region of the United States. This organization is only growing and is expected to reach a record amount of students on campus and local members of the Tallahassee community participating in our upcoming year celebrating 29 years!



# Who We Benefit

## Children's Miracle Network

50% of our efforts support Children's Miracle Network, an international non-profit organization that is dedicated to raising awareness and funds for children's hospitals. Shands Children's Hospital located in Gainesville, Florida is Florida's premier CMN Hospital and is the participating hospital for the Tallahassee/South Georgia area.



## FSU College of Medicine

Dance Marathon at FSU is proud to support our local Tallahassee community. In addition to supporting our local Children's Miracle Network Hospital, 50% of our efforts are to support the FSU College of Medicine's Pediatric Outreach Programs. These programs include helping the school-based programs in Gadsden County, research, and more.



# DM at FSU by the Numbers



## Facts & Figures

9 K-12 Community Marathons

2,986 Total Fundraisers

\$1,308,578.28 raised in 2023

\$20+ million raised since 1995



## Followers

11.5k Instagram Followers

12k Facebook Followers

3.7k Twitter Followers

317 YouTube Subscribers



@DMFSU



@DM\_FSU



FACEBOOK.COM/DMFSU

# Sponsorship Levels

## **Garnet: \$250+**

- Company name and logo on Dance Marathon at FSU website
- Shoutout on Instagram Story - remains in "Sponsorships" Instagram Highlight all year

## **Gold: \$500+**

- All incentives above plus:
- Logo on Dance Marathon at FSU YouTube
- Recognition on Twitter
- VIP Passes to the Marathon

## **Hope: \$1,000+**

- All incentives above plus:
- Recognition on Instagram post-event
- Featured in our sponsors blog
- Receive corporate partner tour in-event

## **Hero: \$2,500+**

- All incentives above plus:
- Logo on in-event t-shirt given to each individual
- Company logo featured in in-event videos

## **Miracle Maker: \$5,000+**

- All incentives above plus:
- In-event banner
- Opportunity for booth (1 hour in event or 2 hours any other event)

\*All levels above are customizable and assets can be adjusted!

# Marathon Sponsorships

## The Gong

The Gong is the heartbeat of our organization. For every \$100 a participant raises, they are invited to "Hit the Gong" and with each hit of the Gong, our organization celebrates the impact that participant has made on our fundraising efforts.

## Theme Hour

Before the marathon, theme hours, such as "DM Duos" and "DM Through the Decades", are announced to encourage dancers to dress up and builds excitement leading up to the event.

## Family Room

The Family Room provides a calm and separate space for Miracle Families during Marathon weekend! In the family room, there will be snacks, beverages and various activities are provided for the Miracle Families to enjoy.

## Rave Hour

During the marathon we bring in some of Tallahassee's DJ's to play music, giving our dancers the opportunity to dance the night away!

## Relaxation Room

The Relaxation Room offers dancers throughout the marathon to take a break from standing by either earning or buying sit time for up to an hour.

## Matching Hour

A corporate matching hour is a great opportunity during any of our events or during marathon weekend. It provides significant brand exposure and helps our participants continue to feel encouraged to fundraise for this great cause!

\*Sponsorship opportunities available during our 30 hour main event

03/01 - 03/03/2024

# Yearlong Opportunities

## DM Fall Event

The DM Fall Event is Dance Marathon at Florida State University's annual fall festival event held on Langford Green. This is a night full of activities including food trucks, shopping vendors, and games! This truly is a September night full of endless fun, and we look forward to discussing possible partnership opportunities for this event!

## Miles for Miracles

Miles for Miracles is the third annual 5k hosted by Dance Marathon at Florida State University. This Event will take place January 20th, 2024! There will be a 1 mile or 5k option available for participants to run around FSU's beautiful campus. We look forward to a possible partnership with you to bring this event to life!

## Florida Statement

Florida Statement is a tradition at Dance Marathon at Florida State University that focuses on bringing awareness to our cause. Our beneficiaries are at the forefront of our campus and our community. Our event takes place in November and spans 26.2 hours, symbolizing the length of a marathon. Statement is full of activities and programming, along with special appearances from our miracle families. In preparation for this much anticipated event, we look forward to discussing potential partnership opportunities with you!

## Leave Your Legacy

Leave Your Legacy is Dance Marathon at Florida State University's annual spring fundraising event occurring in January. Our goal as an organization is to leave behind a lasting legacy with our efforts by raising funds with numbers that go beyond our wildest dreams, and bringing awareness to pediatric illness. We envision this being made possible through a partnership with you!

In the past, we have worked with our sponsors to create an opportunity that best suits their company and business goals. We are open to discussing customized assets with you and would love to discuss ideas you may be interested in.



## Contact Us

Reach us on the platforms below and contact these executive board members with any questions or inquiries:

**Darcy Sullivan**

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## Tax Exempt Status

- Federal Employer Identification Number: 59-2357609
- The U.S. Treasury Department through the Internal Revenue Service stated in November of 2000 that Dance Marathon Inc. would be exempt from Federal Income Tax under Section 501 (C) 3 of the Internal Revenue Code.
- Dance Marathon Inc. is classified as a public charity, with the status of 170 (B) (1) (A) (vi).
- All charitable donations to Dance Marathon are tax deductible under the aforementioned regulations there under.