

# **DANCE MARATHON** *at florida state university*

## **SPONSORSHIP** *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 2022, DM at FSU raised \$1,554,156.14 for Miracle Children. As the third largest Dance Marathon program in the country, both in funds raised and student participation, DM at FSU has raised over 18 million dollars in the past 27 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 and community members participating in our upcoming year celebrating 28 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

12 Community Marathons

3,054 Total Fundraisers

\$1,554,156.14 raised in 2022

18+ million raised since 1995



## FOLLOWERS

11.7k Facebook Followers

11.5k Instagram Followers

2.1k Twitter Followers

288 TikTok Followers

## 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.



# Assets

## HOPE

- Logo on YouTube
- Blog
- Tweet
- VIP passes
- Recognition in post-event graphic
- Corporate partner tour at main event

## IMPACT

- "Hope" Assets
- Company logo featured on one of our videos
- Logo on in-event t-shirt or in-event fundraising hour
- Shoutout on Instagram story (featured on Instagram story highlights)

## MIRACLE

- "Hope" Assets
- Instagram post
- Instagram video
- In-event banner

## VIRTUAL ALTERNATIVES

Adapting to the climate and uncertainties of last year, we offered a myriad of virtual alternatives. Many of our sponsors enjoyed these sponsorship opportunities, and we look forward to making these alternatives available to you again this year. If any of these interest you, we are happy to talk through a plan that best suits you!

## CUSTOMIZABLE SPONSORSHIPS

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.

# Sponsorship Opportunities

## MIRACLE EXPERIENCE

Throughout the year, DM at FSU plans and hosts individual events. During both fall and spring semesters, our Miracle Experience team works diligently to plan a full week dedicated to raise awareness for our cause by putting on smaller scale events that bring all aspects of our organization together - our Miracle Families, participants, and internal team.

## THE GONG

For the past several years, our gong has been the heartbeat of our organization. For every \$100 a participant raises, they are invited to "Hit That Gong", sending a wave of noise and excitement through our marathon. With each hit of the gong, our organization celebrates the impact that participant has made on our fundraising efforts.

## RAVE HOUR

During the marathon, our Rave Hour brings in some of Tallahassee's DJs to play music using state-of-the-art headphones, giving our dancers an opportunity to "rave" and dance the night away!

# Sponsorship Opportunities

## 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 allows for the Miracle Families to have a separate location to spend time in throughout the weekend of the marathon! In the family room, you'll find snacks, beverages, and various activities (such as arts and crafts and other games) for the Miracle Families.

## 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 a hour. We play videos for the dancers during their relaxation time.



# Contact Us

Reach us on the platforms below and please contact these executive members with any further questions:

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