



DANCE MARATHON

AT FLORIDA STATE UNIVERSITY®

PARTNERSHIP PACKET

Year 31



Children's
Miracle Network
Hospitals

**DANCE
MARATHON**
AT FLORIDA STATE UNIVERSITY®

FSU
COLLEGE OF MEDICINE



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ABOUT DANCE MARATHON AT FSU

Dance Marathon at Florida State University is a 100% student-driven Philanthropic organization dedicated to supporting two beneficiaries: UF Health Shands Children's Hospital and FSU's College of Medicine Pediatric Outreach Programs. Our year-long movement involves over 2500 students engaging in fundraising efforts that culminate in a weekend-long event where participants remain awake and active for 30 hours to raise funds and awareness for children's health. In 2025, DM at FSU raised an impressive \$1,334,457.78 for our beneficiaries. We are the largest student-run philanthropy organization on Florida State's campus, and we work diligently to engage as many students as possible. As we approach our 31st year, we anticipate record-breaking participation from students from FSU, local K12 programs, and the Tallahassee community.

1995



DM at FSU is founded

2,500



Student participants in 2025

\$22.7



Million raised since 1995

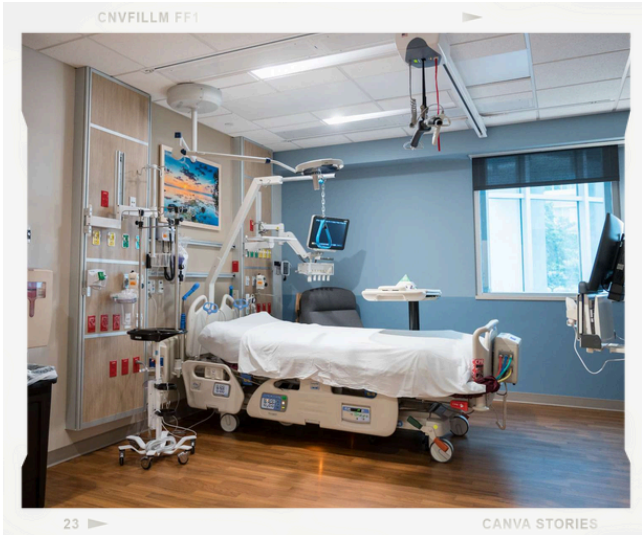
5th



Largest program in the U.S.



WHY WE DANCE FOR A CHANGE



**9,090 INPATIENT
ADMISSIONS IN 2024**



**66,011 OUTPATIENT
VISITS IN 2024**



**8,997 PEDIATRIC
SURGERIES IN 2024**



**34,740 EMERGENCY
ROOM VISITS IN 2024**

MIRACLE STORIES



MARSHAL

TALLAHASSEE, FL

Marshal was an active teen when he fell riding his bike leading to a routine x-ray. Tests then showed Marshal had osteosarcoma, a bone cancer within in his leg. After a courageous 4-year battle, Marshall unfortunately passed away in 2018, but his legacy within DM at FSU continues to live on. Marshal wholeheartedly believed in our cause and hope to change kids' health. The gong is a symbol of his belief and the heartbeat of our organization. Marshal loved to "HTG," or hit that gong, and every time we HTG, we remember him.

DANI-LYNN

At 8 days old, Dani-Lynn was wheeled into her first surgery. After spending five weeks in the hospital, she was sent home. The months that followed were rough. After months of visits to the ER with no answers, in December of 2015, she was taken to UF Health Shands Children's Hospital and was diagnosed with Congenital Heart Disease. She has Hypoplastic Left Heart Syndrome, Ventricular Septal Defect, and Partially Anomalous Pulmonary Return. Dani-Lynn has had three open heart surgeries and three heart catheters, and she is currently on the heart transplant list as a level 2 candidate.

FLETCHER

TALLAHASSEE, FL

In 2017, Fletcher was diagnosed with Burkitt Lymphoma, a rare and aggressive cancer. He went from being a happy, energetic child to being in the PICU with a breathing tube on dialysis in the span of week. With the help of nurses, doctors, and the funds we raise for UF Shands Children Hospital, Fletcher and his family obtained vital the care when they needed it most. On August 28, 2017, Fletcher and his family were told that his final bone marrow biopsy came back cancer free. Fletcher is now an active kid with a bright future.

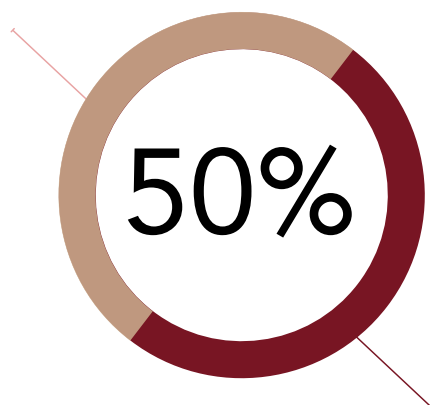


OUR BENEFICIARIES

UF HEALTH SHANDS CHILDREN'S HOSPITAL



UF Health Shands Children's Hospital is our local Children's Miracle Network Member Hospital. Funds raised through Dance Marathon stay local to support ground-breaking pediatric research, life-saving equipment, renovate hospital spaces, and vital pediatric programs like social work, child life and more. Many local families from the Big Bend and across the southeast rely on Shands for specialized pediatric care that is not otherwise available locally. Your support helps meet the hospital's most urgent needs and continue to provide top-notch care when patients need it most.



FSU COLLEGE OF MEDICINE

DM at FSU is proud to support our local Tallahassee community through FSU College of Medicine's Pediatric Outreach Programs focusing on primary health in rural and underserved populations. Since the partnership began with College of Medicine in 2003, over \$9.7 million has been directed to the FSU College of Medicine. In 2024, these funds supported pediatric programs at FSU PrimaryHealth, Big Bend Hospice, Bond Community Health, Gadsden County Early Head Start, Gadsden School-Based Health Clinic, TMH Foundation, FSU Institute for Infant and Child Medical Music Therapy and Hang Tough Foundation.



DM BY THE NUMBERS



180k+



Instagram Impressions per week

12.4k



Instagram Followers

12k



Facebook Followers

371



YouTube Subscribers

38,000+



Donations in 2025

\$1.33



Million raised in 2025

9



K-12 Community Marathons

\$247k



Raised by K-12 programs
2025

47



Involved Student Organizations



@DMFSU



FACEBOOK.COM/DMFSU

PARTNERSHIP LEVELS

IMPACT

- Company name and logo on Dance Marathon at FSU website
- Shoutout on Instagram Story - remains in "Partnerships" Instagram Highlight all year
- Recognition in collective post-event "Thank You" graphic on the instagram main feed
- Recognition in the Main event

ADVOCATE

- All incentives above plus:
- Logo on in event t-shirt given to each participant
- Featured in our partner's blog
- VIP Passes to the Marathon

VISIONARY

- All incentives above plus:
- Company logo featured in in-event videos
- Receive a personal tour during the Main Event
- Opportunity to hang a banner at a Dance Marathon event
- Company name and logo featured on the jumbotron during the marathon intermittently

HERO

- All incentives above plus:
- Custom In-Event Banner & Logo on Pre Event invitation email
- Sponsor of a Theme Hour or Matching Hour
- Opportunity to table at a Dance Marathon Event (Time length dependent on event)

MIRACLE MAKER

- All incentives above plus:
- Present the donation check on stage at the Main Event
- Opportunity to be a Sponsor for one of our five qualifying events (Florida Statement, Leave Your Legacy, DM Fall Campaign, Harvest Hustle 5K, or Miles for Miracles 5K)

LEGACY STARTER

- All Incentives above plus:
- Title Sponsor for our Marathon main event at the end of the year.
- Company Name on all screens during the entire Main event.
- Video feature during the Main Event
- Tour of the UF Shands Children's Hospital

CUSTOM PARTNERSHIP

The listed opportunities in this packet are not exhaustive. We want to create a partnership with your business that is mutually beneficial. All levels above are customizable and assets can be adjusted to best suit your business.

IN-EVENT OPPORTUNITIES

Each year, the culmination of our year-long fundraising efforts is marked by a 30-hour main event, or marathon. The Marathon consists of two shifts, a 10-hour Garnet shift, and 20-hour Gold Shift. It will be held at the FSU Donald L. Tucker Civic Center with over 1,800 participants and guests from **February 27 to March 1, 2026**. Here are a few partnership opportunities available during Dance Marathon weekend.

THE GONG

The Gong is the heartbeat of our organization. For every \$1 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. Ask us about opportunities for your organization to be featured near the gong stage.

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 Patient Ambassador families to enjoy. Your support can help provide a better experience for these families treated at UF Health Shands Children's Hospital.

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. Your organization can be featured during rave hour, a signature part of each marathon.

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. Your organization can be featured during selected theme hour.

MATCHING HOUR

A corporate matching hour is a unique 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. By matching participant donations, each dollar goes even further to support our beneficiaries.

SILENT DISCO

Silent Disco is a staple of Marathon, and a clear crowd favorite. Participants wear synced headphones while dancing and listening to music curated by a local DJ. As the presenting partner for silent disco, your organization will be featured during silent disco.



YEAR-ROUND EVENTS

FLORIDA STATEMENT

Florida Statement is a tradition at Dance Marathon at Florida State University that focuses on bringing awareness to pediatric health. 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. Last year, over \$300k was raised during the event. Florida Statement is full of campus-wide activities and programming, along with special appearances from our ambassador families. It is our largest on-campus fundraising effort of the year, garnering significant attention from campus and students. Opportunities include matching hours, event signage, social media exposure, and more.

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 children's health. Similar to Florida Statement, events are held across campus, maximizing exposure for your organization. This is our second largest campus-based event of the year, and opportunities include matching hours, event signage, social media exposure, and more.

5K RACES

Harvest Hustle is Dance Marathon at Florida State University's inaugural fall 5k, set for October 6th, 2024. Miles for Miracles, our fourth annual spring 5k, will take place on January 18th, 2025. Participants can choose between a 1-mile or 5k run around FSU's beautiful campus at both events. Beginning at \$250+, 5k partnership opportunities include your signage at the event(s), social media recognition, tabling opportunities, and more.

FALL CAMPAIGN

The DM Fall Campaign is Dance Marathon at FSU's annual week-long fundraising event held every October. The week features various campus activities, including engagement events, shopping vendors, games, and movie nights and more. Students from across campus are invited to raise funds and awareness for kids' health with a fun fall twist. Beginning at \$250+, 5k partnership opportunities include your signage at the event(s), social media recognition, and more.

IN-KIND

Whether is providing meals, goods or services for one of our events or programs or donating items for silent auctions or raffles, in-kind donations are a great way to share your products and services with our audiences.

HOW YOU MAKE A DIFFERENCE

THE RENOVATION OF UNITS 44 AND 45, THE PEDIATRIC MEDICINE AND SURGICAL UNITS AT UF SHANDS CHILDRENS HOSPITAL

Units 44 and 45 are undergoing a floor-to-ceiling renovation to enhance patient comfort and care delivery. All patient rooms will be transformed into private spaces featuring modern finishes, new furnishings, smart TVs, and sleeper sofas to accommodate families. The renovation also includes additional family rooms that offer a private area for loved ones to rest, meet with physicians, or decompress outside the patient room. A large common space will support a variety of functions – a playroom, workspace for Child Life specialists, or a conference room for staff. The updated layout will also feature a refreshed lobby, new nursing alcoves for improved patient monitoring, and an expansive collaboration area to enhance communication among care teams. To better support medical professionals, upgraded fellows' workspaces, trainee call rooms, breakrooms, and locker rooms will also be included in the renovation.



TOGETHER WE CAN CHANGE KIDS' HEALTH

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CHILDREN'S MIRACLE NETWORK

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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.

