



PARTNERSHIP
opportunities
YEAR 30

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WHO WE ARE



Dance Marathon at Florida State University (DM at FSU) is a student-driven philanthropic initiative dedicated to supporting UF Health Shands Children's Hospital and FSU's College of Medicine Pediatric Outreach Programs. Throughout the year, students engage in fundraising efforts that culminate in a weekend-long event where participants remain awake and active to raise funds and awareness for children's health. In 2024, DM at FSU raised an impressive \$1,240,058.81 for these causes. As we approach our 30th year, we anticipate record-breaking participation from students from FSU, local K12 programs, and the Tallahassee community, making this milestone year an exciting opportunity to partner with our organization.

1995



DM at FSU is founded

2,600



Student participants in 2024

\$21.5



Million raised since 1995

5th



Largest program in the U.S.

WHY WE DANCE



MARSHAL

OSTEOSARCOMA | 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.



POWIE

MITOCHONDRIAL DISEASE | TALLAHASSEE, FL

Born with Mitochondrial Disease, a disorder that depletes vital energy needed for adequate organ function, Powie calls UF Health Shands Children's Hospital her "second home." Powie's care is managed by several pediatric specialists since this disease affects her entire body, but her smile and witty personality shines bright no matter what she is facing. Powie is treated at the UF Health Shands Children's Hospital and Specialties Clinics.



FLETCHER

BURKITT'S LYMPHOMA | TALLAHASSEE, FL

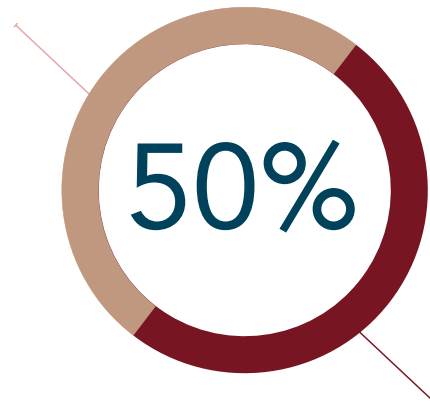
In 2017, Fletcher was diagnosed with Burkitt Lymphoma, a rare and aggressive cancer. He went from being a happy, energetic child to being in the PICU with a breathing tube on dialysis in the span of week. With the help of nurses, doctors, and the funds we raise for UF Shands Children Hospital, Fletcher 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

CHILDREN'S MIRACLE NETWORK



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



2,632



Total fundraisers in 2024

\$1.24



Million raised in 2024

9



K-12 Community Marathons

\$356k



Raised by K-12 programs
2024

12k



Instagram Followers

12k



Facebook Followers

326



YouTube Subscribers



@DMFSU



FACEBOOK.COM/DMFSU

PARTNERSHIP LEVELS

IMPACT

\$250+

- Company name and logo on Dance Marathon at FSU website
- Shoutout on Instagram Story - remains in "Partnerships" Instagram Highlight all year
- Logo on in-event t-shirt given to each individual

BRAVERY

\$500+

- All incentives above plus:
- VIP Passes to the Marathon
- Recognition on Instagram main feed post-event

HOPE

\$1,000+

- All incentives above plus:
- Featured in our partners blog
- Receive corporate partner tour in-event

HERO

\$2,500+

- All incentives above plus:
- Company logo featured in in-event videos
- Opportunity to hang a banner at a Dance Marathon event

MIRACLE MAKER

\$5,000+

- All incentives above plus:
- Custom In - Event Banner
- Opportunity to table at a Dance Marathon Event (Time length dependent on event)

LEGACY

\$10,000+

- All incentives above plus:
- Opportunity to be a Title Sponsor for one of our five qualifying events (Florida Statement, Leave Your Legacy, DM Fall Campaign, Harvest Hustle 5K, or Miles for Miracles 5K)

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 28 to March 2, 2025**. 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.

TOGETHER WE CAN CHANGE KIDS' HEALTH

The listed opportunities in this packet are not exhaustive. We want to create a partnership with your business that is mutually beneficial. Let's explore how you can join our mission to change the future for local children because **kids can't wait.**

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