



2018-2019 CORPORATE PARTNERSHIP PROGRAM



Baystate Children's Hospital

Dear Friends of UMass Dance Marathon,

In 1991, the Miracle Network Dance Marathon was an idea thought up by several college students to raise money for a fellow friend, Ryan White, who had passed away before entering his first year at Indiana University. Since then, it has turned into a movement that has carried onto hundreds of Universities across the country into what is known as Dance Marathon.

Now, in its twelfth year at UMass Amherst, UMass For The Kids (The largest student-run philanthropy on campus) has raised over \$670,000. We are excited to continue the tradition of Dance Marathon as the event will be held on April 13, 2019 at the **Mullins Center** oncampus from 10 AM to 10 PM. The day of celebration of life stands for unity for a noble cause as we accompany miracle families and their children dancing through the day.

UMass Dance Marathon has been growing at an exponential rate – experiencing a growth of 205% to our fundraising total & 224% growth in our registered participants the past two years alone. As a campus, it's a movement we're really starting to get behind. This year, we are hoping to reach new levels in defining what it means to do something For The Kids.

Every year, we benefit the families and patients of Baystate Children's Hospital in Springfield, Massachusetts. Baystate Children's Hospital is dedicated to improving the health and wellbeing of children in our area and is the local Children's Miracle Network Hospital. The hospital provides services to over 750,000 people in the local area. This year, our team has set our fundraising goal at \$300,000. Your support will help us reach our goal and support this altruistic cause.

Please take a look at the enclosed sponsorship opportunities below for the benefits & different tiers of sponsorships.

If you'd like to explore this opportunity, please contact our Director of Corporate Sponsorship, Tom Phillips, directly at (978)-460-7352 or taphillips@umass.edu. Thank you in advance for considering sponsoring this UMass Movement. And remember, all sponsorships and donations are For The Kids!

For The Kids, UMass FTK Executive Board

JM Facts 8. Figures

PARTICIPANTS

(2018)

1,674

TEAMS (2018)

54

2,075

FACEBOOK LIKES





980

INSTAGRAM FOLLOWERS

MONEY RAISED

\$65,603.80

In 2015

\$82,912.93

In 2016

\$133,270.61

In 2017

\$212,134.97

In 2018

\$670,000+

Total Since 2012

FUNDRAISING
GOAL FOR 2019

\$300,000.00

2018-2019

TO CHANGE BASED ON THE NEEDS OF OUR PROSPECTIVE SPONSORS

SPONSORSHIP OPPORTUNITIES

FOR THE KIDS

\$ 5,000.00 +

\$ 0- 500.00

FRIENDS

\$ 500.00 -1,500.00

FAMILY

\$ 1,500.00-5,000.00

INVITATION TO DANCE MARATHON

2 PASSES TO ENTIRE EVENT

4 PASSES FOR ENTIRE EVENT 6 PASSES FOR ENTIRE EVENT

10 PASSES FOR ENTIRE EVENT

MIRACLE

MAKER

PRESENTING OPPORTUNITIES 4 HOURS OF TABLING 8 HOURS OF TABLING FAMILY +
1 THEME HOUR
(EX. SUPERHERO
HOUR
SPONSORED
RY

FOR THE KIDS +
NAME RIGHTS TO PART
OF MARATHON (EX.
KID'S CORNER
SPONSORED BY..)

T-SHIRT RECOGNITION

SMALL LOGO

MEDIUM

MEDIUM LOGO LARGE LOGO AT

SOCIAL MEDIA RECOGNITION

1 INSTAGRAM POST FRIENDS +

1 FACEBOOK POST FAMILY+ 966 1 FACEBOOK | STORY 1 INSTAGRAM | STORY

FOR THE KIDS+ 1 SNAPCHAT FILTER AT THE EVENT

WEBSITE RECOGNITION SMALL LOGO

MEDIUM

MEDIUM LOGO LARGE LOGO AT

ADVERTISING DURING EVENT CAN PROVIDE BANNER/SIGN TO BE DISPLAYED,

CAN BRING PROMOTIONAL ITEMS FOR DANCERS

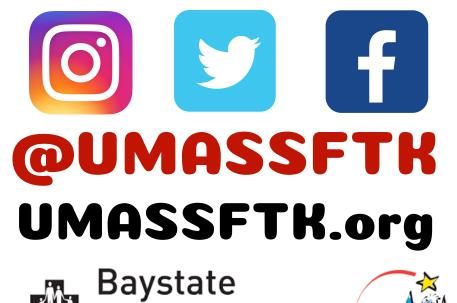
FRIENDS

CAN PROVIDE 30 SECOND COMMERCIAL TO BE PLAYED

FAMILY

FOR THE KIDS+ COMPANY SPOKESPERSON MAY ADDRESS CROWD

For more information regarding Sponsorship Opportunities, please contact the Director of Corporate Sponsorship, Thomas Phillips, at: taphillips@umass.edu



Children's Hospital



FRIENDS





MIRACLE

MAKER



YES! We would like to sponsor UMDM 2018!

Name of Corporation:	 Please attach and return in an envelope to:
Contact Name:	 UMass FTK 130 Hicks Way
Contact Email:	 Amherst MA 01003 Please do not send cash
Contact Phone Number:	 or credit card information through the mail. All
Address:	 checks should be made payable to UMass FTK

FAMILY