



UMASS DANCE MARATHON
BY
UMASS FOR THE KIDS (FTK)

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** on-campus 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 well-being 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

UM DM



Facts & 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

SPONSORSHIP OPPORTUNITIES

	FRIENDS	FAMILY	FOR THE KIDS	MIRACLE MAKER
	\$ 0- 500.00	\$ 500.00 - 1,500.00	\$ 1,500.00- 5,000.00	\$ 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
PRESENTING OPPORTUNITIES	4 HOURS OF TABLING	8 HOURS OF TABLING	FAMILY + 1 THEME HOUR (EX. SUPERHERO HOUR SPONSORED BY..)	FOR THE KIDS + NAME RIGHTS TO PART OF MARATHON (EX. KID'S CORNER SPONSORED BY..)
T-SHIRT RECOGNITION	SMALL LOGO	MEDIUM LOGO	MEDIUM LOGO	LARGE LOGO AT TOP
SOCIAL MEDIA RECOGNITION	1 INSTAGRAM POST	FRIENDS + 1 FACEBOOK POST	FAMILY+ 1 FACEBOOK STORY 1 INSTAGRAM STORY	FOR THE KIDS+ 1 SNAPCHAT FILTER AT THE EVENT
WEBSITE RECOGNITION	SMALL LOGO	MEDIUM LOGO	MEDIUM LOGO	LARGE LOGO AT TOP
ADVERTISING DURING EVENT	CAN PROVIDE BANNER/SIGN TO BE DISPLAYED,	FRIENDS + CAN BRING PROMOTIONAL ITEMS FOR DANCERS	FAMILY + CAN PROVIDE 30 SECOND COMMERCIAL TO BE PLAYED	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



@UMASSFTK

UMASSFTK.org



Baystate
Children's Hospital



Children's
Miracle Network



UMass Dance Marathon



YES!

We would like to sponsor UMDM 2018!

Name of Corporation: _____

Contact Name: _____

Contact Email: _____

Contact Phone Number: _____

Address: _____

Please attach and return
in an envelope to:
UMass FTK
130 Hicks Way
Amherst MA 01003

Please do not send cash
or credit card information
through the mail. All
checks should be made
payable to UMass FTK

☐

FRIENDS

☐

FAMILY

☐

**MIRACLE
MAKER**