DANCE MARATHON
AT IOWA STATE UNIVERSITY™ 2022
SPONSORSHIP PACKET
Iowa State University is more than a campus, it is a community. ISU embraces a deep passion for creating tomorrow’s leaders and problem solvers. Students, faculty, and staff are all dedicated to improving the lives around Iowa, the nation, and the world. By encouraging consistent engagement within the community, we strive to build a genuine community that promotes and fights together for a better tomorrow.

Dance Marathon is more than an organization, it is a way of life. Dance Marathon is a way to give life. Each year over 400 Dance Marathons happen internationally, raising over $300,000,000 for Children’s Miracle Network Hospitals since 1991. Iowa State University Dance Marathon stands with the thousands of kiddos that are seen at the University of Iowa Stead Family Children’s Hospital each year. We seek to increase community awareness and funding for the kiddos being treated at the Stead Family Children’s Hospital by uniting students, faculty, family, and the community as one for the kids. We choose to be a part of something bigger than ourselves, as we join the philanthropic movement that donates 100% of its funds straight to the hospital. Together, we help bring a sense of normality to kiddos who may not have had the traditional childhood that you or I were fortunate enough to have.

Our organization provides a loving and welcoming environment for every single member, be it an alumni, dancer, family member, sponsor, or kiddo. We remember those who have lost their courageous battles to various illnesses and diseases and those angel kiddos will forever dance in our hearts. We are a family, coming together as one to make a difference. Together, we are the foundation upon which a bright future of healthy, happy kiddos is built.

We are this generation, fighting for the next.
BY THE NUMBERS

32 ACTIVE FAMILIES
3 ANGEL FAMILIES

$4,931,878.77 RAISED SINCE 1998

140+ STUDENT LEADERS
1,000+ STUDENT DANCERS
“Dance Marathon at Iowa State has steadily created a culture of service and leadership on campus for the past 25 years.

This year we are celebrating our 25th year of Dance Marathon at Iowa State. Throughout the years Dance Marathon has faced challenges head-on and while the organization has seen many different forms throughout the years, the mission has remained the same. We pledge to keep fighting alongside the kiddos and families receiving treatment at the Stead Family Children’s Hospital.

As we celebrate our 25th year of Dance Marathon at Iowa State we are reigniting our commitment to our mission. If the past year has taught us anything it’s that it will take all of us to move forward in creating a better Iowa for us all. Our funding will help create new ways for treating childhood illnesses and ensure every kiddo gets the care they need.

So, here’s to 25 years and 25 more to come. Let’s reignite the fight on childhood illness.

- David Wahl, 2022 Dance Marathon Executive Director
An operating room, MRI suite, and play room funded by Dance Marathon at ISU.
UI Stead Family Children’s Hospital

The money raised by Dance Marathon at ISU goes directly to our local Children’s Miracle Network Hospital in Iowa City. So far, we have been able to see the following impacts of our organization within the hospital:

- **190** beds
- **6,882** discharges
- **5,586** surgical cases
- **40** pediatric specialists
- **48,482** patient days
- **200+** pediatric physicians and surgeons
- **500+** specially trained pediatric nurses
- **57,889** patients from every county in Iowa
What is Hemodynamics? Hemodynamics is a program that supports the healthy hearts of neonatal infants, helping the most innocent and vulnerable of children to fight for their lives, beginning at birth.

In 2018, Dance Marathon at Iowa State University made a promise to donate $700,000 to the Neonatal Hemodynamics program within two years. On January 25th, 2020, we were able to officially surpass our goal and say, “We funded hemodynamics.” However, the work doesn’t stop there. We still continue to help fund items utilized within this program as well as other areas within the hospital.
Reese is one of DM at ISU’s miracle kiddos. She was born on May 19, 2009 in Ames, Iowa. At birth they noticed a bump on her back and she was transported to University of Iowa Hospitals and Clinics (UIHC) at three hours old. She had surgery that day to remove and repair a lipomyelomeningocele (spinal cord tumor). The tumor disrupted the nerves controlling organ function in parts of her body. She sees three specialists at UIHC and has routine sedated scans and tests to monitor what remains of the tumor and the function of her organs. Reese has been inpatient on five different occasions for surgeries and infections. She completes hour long treatments each day to keep her body healthy. “We are thankful for UIHC for keeping our girl happy and healthy. And we are thankful for Dance Marathon. We feel tremendous support and love from our DM family.”
Partnering with ISU Dance Marathon is simple. It is a great way to make a difference in the life of a child and the community you live in. If you would like to become a member of the ISUDM family, choose a Partnership Level that works best for you and contact either your personal ISUDM rep or the Sponsorship Directors at dm.sponsorshipdirectors@gmail.com.

If you don’t see a level that works best for your company and would still like to participate with ISUDM, please let us know and we are more than happy to accommodate you and your willingness to selflessly make a difference in our community.

**PARTNERSHIP LEVELS**

**MIRACLE MAKER**

$10,000+

- On stage check presentation
- Large logo on the back of the DM Tshirt
- Extra-Large logo on the DM sponsorship Banner
- +All Teal giving level sponsorship opportunities

**TEAL**

$7,500+

- Introduce a Miracle Family
- On stage check presentation
- Extra-Large logo on the DM Sponsorship Banner
- +All Diamond giving level sponsorship opportunities
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| **DIAMOND**      | Large logo on DM Sponsorship Banner  
                  | Sponsored Room during DM Big Event  
                  | +All Platinum giving level sponsorship opportunities |
| **$5,000+**      |          |
| **PLATINUM**     | Medium sized logo on DM Sponsorship Banner  
                  | Clickable logo on ISUDM's website  
                  | Personalized Gift from miracle kiddos  
                  | +All Gold giving level sponsorship opportunities |
| **$2,500+**      |          |
| **GOLD**         | Sponsored hour during DM event  
                  | Medium sized logo on the back of DM shirt  
                  | Feature in Alumni newsletter  
                  | Personal tour of Iowa State Dance Marathon  
                  | +All Cardinal giving level sponsorship opportunities |
| **$1,000+**      |          |
| **CARDINAL**     | Opportunity to provide promo items for care packages and swag bags  
                  | Small logo on back of DM shirt  
                  | +All Silver giving level sponsorship opportunities |
| **$500+**        |          |
| **SILVER**       | Invitation to Dance Marathon at Iowa State University  
                  | Sponsorship Newsletter subscription  
                  | Official “We Support Dance Marathon at Iowa State University” sign for businesses |
| **$250+**        |          |
MIRACLE WEEK  October 4-8, 2021
A week-long celebration to engage members and get the ISU campus excited about DM 2022. We host a variety of events on campus that range from dunk tanks to free food and activities to keep miracle makers connected to their promise to the kiddos and the families at the University of Iowa Stead Family Children’s Hospital.

DM BIG EVENT  January 22, 2022
A 12-hour celebration of all the miracles made throughout the year. Inflatables, Hypnotists, a Fashion Show, and Headphone Disco are just some of the entertainment options at our event. Each hour, you can participate in the Morale Dance and hear a Miracle Story, straight from a family who directly benefited from your donation. The end of our event is marked with an hour-long Power Hour, the reveal of the final total, and a thank you circle, where committee members and miracle families personally thank each dancer and sponsor for their commitment.
Dear Miracle Maker,

Every minute 62 children enter a Children’s Miracle Network Hospital for treatment. As you read this, a family’s life is forever changed as they hear the word “cancer”. A newborn is about to undergo a heart surgery as a result of a rare genetic birth defect. A five-year-old’s arm is wrapped in a cast after he fell off the monkey bars and an 18-year-old is going in for her yearly check up. While most of us have been blessed with a life of good health, there are many children who have been dealt a hand full of medical challenges and obstacles to overcome. These are the miracle kiddos of the University of Iowa Stead Family Children’s Hospital that desperately need your help.

Since 1998, ISU Dance Marathon has been committed to raising the much needed awareness and funding for the University of Iowa Stead Family Children’s Hospital. Through aide in different categories from businesses like yours, we have donated over $4.4 million to the Children’s Miracle Network Hospital in the hopes to ease their burdens and make their stay feel like a home rather than a hospital. On behalf of ISU Dance Marathon, we would like to extend an invitation for your company to be a welcomed member of our Miracle Family. ISU Dance Marathon is the largest student-run philanthropy on Iowa State University’s campus, with over 1,000 college student participants and 21 high school students from across the state of Iowa. The last five years ISU Dance Marathon has received the prestigious “Best Student Organization” award from the Iowa State University Student Council. In addition, ISU Dance Marathon has been nationally recognized at the Dance Marathon Leadership Conference for “Best Closing Ceremony”, “Best Morale Dance”, “Best Public Relations Campaign”, as well as “Best Website”.

As an official sponsor of ISU Dance Marathon, your company will have access to a vast and powerful network of potential customers and future employees. By joining the ISU Dance Marathon family, you will make miracles for children all over the state of Iowa and directly benefit from the great exposure, no matter what partnership level you pursue. Included in this packet is more information on how you and your company can make a positive impact within the community you live in. It is our hope that because of our work together, more children will have the chance to dance at their high school prom, have a lifetime of birthdays, graduate from college, and have kids of their own who will live a long and healthy life.

Thank you for your time and consideration, and we look forward to hearing from you!

Kids Can’t Wait!
Amy Kraak and Hanna Moser
DM 2022 Sponsorship Co-Directors
dm.sponsorshipdirectors@gmail.com