

DANCE MARATHON AT SAN DIEGO STATE UNIVERSITY

2023-2024

CORPORATE PARTNERSHIP OPPORTUNITIES





ABOUT US

Dance Marathon at San Diego State University (DM at SDSU) is a year-long fundraising effort that benefits Rady Children's Hospital, culminating in an 18-hour dance marathon event. In the academic year leading up to the 2023 Dance Marathon main event, nearly 1,000 SDSU students came together to raise \$244,261.23 for the kids and families treated at Rady Children's.

Check out last year's event!



<https://www.dmatdsu.org/dance-marathon>



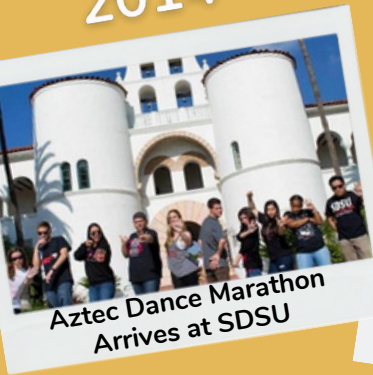
Dance Marathon
San Diego State
University

benefitting



DM AT SDSU HISTORY

2014



Aztec Dance Marathon Arrives at SDSU

2015



Aztec Dance Marathon 2015

Winner
New Dance Marathon Award 2015



First Aztec Night

2016



Aztec Dance Marathon 2016



First Miracle Week

2017



Aztec Dance Marathon 2017



Aztec Dance Marathon 2018

2018

Winner
Miracle Maker Years 4-6 Award 2018



Name change to "Dance Marathon at SDSU"

2019



Dance Marathon at SDSU 2019

2020

Winner
Campaign Activation Award 2019



First K-12 Mini Marathon



Total \$1 Million Raised



Dance Marathon at SDSU 2020

Winner
Merchandise Award 2020



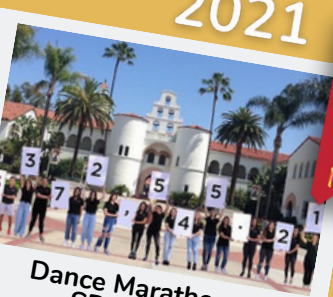
First 4K Run For The Kids



First Heart Week

2021

Winner
Virtual Programming Award 2021

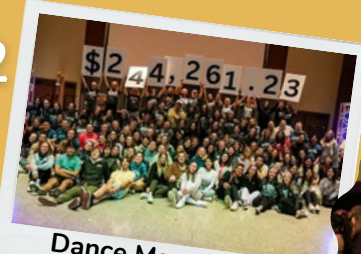


Dance Marathon at SDSU 2021

2022



Dance Marathon at SDSU 2022



Dance Marathon at SDSU 2023

2023

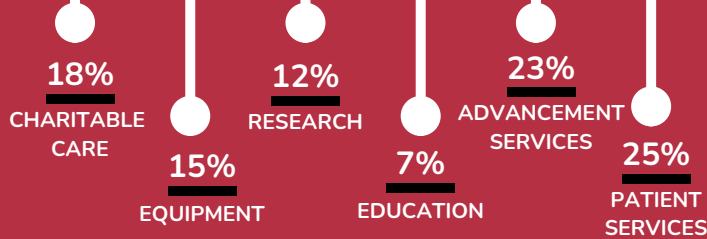


Total \$2 Million Raised



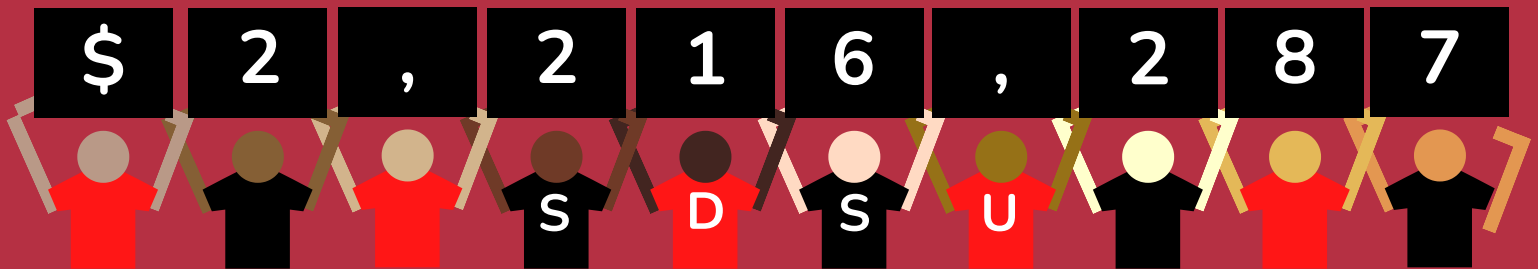
Rady Children's Expansion Underway

Impact of DM at SDSU



Rady Children's is committed to being a safety net for all families. Since the Hospital opened in 1954, a child has never been turned away due to their insurance or their family's ability to pay. Support from corporate partners like you and organizations like Dance Marathon help Rady Children's Hospital keep this commitment.

Total Raised since 2015:



36,484
Students

18-HOUR Dance Marathon Event

934+
Engaged
Participants

3,021+
Website
Viewers

84+
Student
Organizations

5,293 Social Media Followers

11,253 Monthly Impressions

Compelling Media Coverage

THE
DAILY AZTEC

SDSU | NewsCenter

The San Diego
Union-Tribune

KUSI
NEWS

HealthyKids

Rady Children's Hospital



#9

Overall Honor Roll

#3

Cardiology & Heart Surgery

#6

Orthopedics

#7

Neonatology

#8

Diabetes & Endocrinology

#8

Neurology & Neurosurgery

Rady Children's Hospital is the largest children's hospital on the West Coast and one of the nation's top pediatric health care systems. Rady Children's has been named by U.S. News & World Report to 2023- 2024 Best Children's Hospitals Honor Roll, a distinction awarded to only 10 children's hospitals nationwide. Five Rady Children's specialties are ranked among the top 10 in the nation for the first time ever, and the Hospital maintained its seven-year streak of achieving rankings in all 10 specialties surveyed.

Rady Children's is a non-profit organization that relies on donations to support its mission to restore, sustain and enhance the health and developmental potential of children through excellence in care, education, research and advocacy. It is the only hospital in the San Diego area dedicated exclusively to pediatric healthcare and is the only designated pediatric trauma center in the region. Each year, the expert clinicians and researchers at Rady Children's provide care and answers to more than 281,000 kids.

Why We DANCE?

For kids like these...

EMMA



A combination of peculiar symptoms sent Emma's family to numerous hospitals for answers. With little hope left, Emma's family decided to try Rady Children's. In less than 45 minutes from the time the Children's Hospital Emergency Team (CHET) delivered the Keenes to the CTICU, Emma was put on the critical ECMO machine. Emma's labs revealed something alarming — her tiny body was battling not one, but two viruses, at least one of which was compromising her heart function. She then underwent a procedure to relieve pressure on her heart and spent another week on ECMO, 10 days on a ventilator, and a month at Rady Children's as she recovered. Today, Emma is safe and sound at home. "Emma had such an incredible outcome," marvels Dr. Kaswick. "[It was] definitely one of those cases where everything worked together in the best possible way."

KAELIN



Kaelin, the 2022-2023 DM at SDSU Rady Rockstar, is a vibrant teen who radiates joy and embodies resilience. His journey was defined from birth by a relentless battle against severe eczema, an unyielding adversary that immensely restricted his movement. At its worst, 90% of his skin was ensnared in a relentless cycle of dryness, flakiness, and pus oozing wounds. The pain was unimaginable. However, thanks to the unwavering support and world-class care provided by Dr. Eichenfield and the dedicated team at Rady Children's Hospital, Kaelin's life took a transformative turn. He is now able to spend his time playing his favorite sport, basketball, and because of the amazing team at Rady Children's, Kaelin aspires to become a dermatologist when he grows up to help kids just like him.

Ways to Partner:

Want to help but not sure how?

Main Event Sponsorship

Businesses can choose from different donation levels to support Dance Marathon. For our donors, we offer various levels of exposure and a long list of benefits! Your dollars can be directed to underwriting costs, which allow us to successfully host our 18-hour event, or be made directly to Rady Children's as a donation and will be counted in our final fundraising total.

Pre-Event Sponsorship:

With a monetary donation, your business can be the official sponsor of a pre-event before the 18-hour marathon. There are several event opportunities throughout the academic year that will focus on fundraising and raise awareness for Dance Marathon on campus. These days will serve to gain momentum and excitement as we move towards the big day.

Matching Gifts:

Maximize your impact by matching the funds raised on a fundraising push day or sponsored hour of the main event.





































In-Kind Donations:

Along with cash donations, Dance Marathon depends on in-kind donations in order to run an exciting, compelling, and successful event. These gifts range from merchandise and specialized services given as incentives for dancers, to the food and drinks distributed to keep the hundreds of dancers and families energized for 8 hours

Mix & Match:

Part in-kind, part monetary. The total value of your donation will be honored when carrying out sponsor benefits.

PARTNERSHIP TIERS

	Local Warrior \$1,000	Flame Fueller \$2,500	Star Maker \$5,000	Heart Helper \$7,500	Dream Guardian \$10,000	Miracle Maker \$15,000
Event T-Shirt Recognition	Name	Name	Logo	Logo	Logo*	Logo*
Website Recognition	Name	Name	Logo	Logo	Logo*	Logo*
Social Media Recognition - Tier 3 Story Post						
Feat. Banner at Main Event *Provided by sponsor						
Newsletter Recognition						
Dedicated Blog Post						
Main Event Tabling Opportunity						
Social Media Recognition - Tier 2 Feed Post						
Official Reveal Photo w/ Logo						
Main Event Check Presentation						
Tour of Rady Children's Hospital						
Social Media Recognition - Tier 1 Featured in Reel						
Main Event Power Hour						
Main Event Video Ad Spot or Speaking Opportunity						

**If customizations are needed to fit your company's partnership needs, please reach out. We are happy to discuss ways to make this partnership work best for your organization.*

EVENT OPPORTUNITIES



FALL SPECIAL EVENT

Our fall special event is one of our most popular events that allows us to engage with the community to educate, inspire, fundraise, and make everlasting miracles.

MIRACLE WEEK

During our Miracle Week in October of 2022, over 500 new students joined the fight for local kids. Together, we raised over \$51,367 in just one day.

This week is 5 days of tabling to interact with students and recruit them to join the movement.



MAIN EVENT

In February 2023, nearly 1,000 students attended our 18-hour long main event where we revealed our total raised. Here, our generous donors were able to gain the recognition they deserved through tabling, check presentations, logos on merchandise, etc as we revealed the total raised for the 2022-2023 year.



LET'S MAKE MIRACLES TOGETHER!

Please contact us should you have any questions on partnership opportunities. Your support has the power to move mountains for local kids and families in our community. Thank you for transforming kids' health and changing the future. Please also check out our website to learn more: <https://www.dmatsdsu.org/>

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Dance Marathon
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