

2021-2022



PARTNERSHIP
PACKET



BENEFITTING



Dance Marathon 2021

\$1,571,855.57

Dance Marathon at SDSU
Fundraising Total



\$372,545.21

Total Raised in 2021

\$365,221.54

Total Raised in 2020

\$322,219.54

Total Raised in 2019

\$243,206.52

Total Raised in 2018

\$144,207.51

Total Raised in 2017

\$84,140.68

Total Raised in 2016

\$40,314.57

Total Raised in 2015

Dear Potential Partner,

Dance Marathon (DM) at San Diego State University (SDSU) is a year-long fundraising effort that benefits Rady Children's Hospital culminating in a weekend-long dance marathon. Last year, over 900 SDSU students signed up to participate, and we were able to raise \$372,545.21 For The Kids (FTK) during the 2020-2021 year. Since the first event in 2015, DM at SDSU has raised over 1.5 million dollars for Rady Children's, making us the highest-fundraising Miracle Network Dance Marathon program on the West Coast and the largest student-run philanthropic organization on SDSU's campus. We would not be able to achieve this without support from friends like you.

We are reaching out today on behalf of Rady Children's, which provides 92% of the region's child care, in hopes of partnering with your organization to further our advocacy for children's health. We are inspired by your organization's philanthropic culture and would love to partner with you to continue making miracles for our local community. Included in this packet, you will find numerous partnership levels and opportunities to share your brand with hundreds of college students and alumni while advocating for the kids and families at Rady Children's.

When 10-year-old Gideon Robinson, a two-time leukemia survivor, left our 2020 event he proudly declared to his mom that he wants to go to SDSU someday. Thanks to the life-saving care he received at Rady Children's, funded by generous partners like you, we know that he too will one day have the chance to be an Aztec.

Together, we can raise funds to change kids' health in San Diego. If you have any questions while reviewing this packet, please do not hesitate to reach out. Thank you for taking the time to consider partnering with DM at SDSU. We look forward to working with you to give kids hope!

Changing Kids' Health,

A handwritten signature in black ink, appearing to read "Nina Go".

Nina Go

Corporate Partnerships Team at Dance Marathon at SDSU

A handwritten signature in black ink, appearing to read "Myhien Danh".

Myhien Danh



KAYLEE'S STORY

On January 15, 2016, at 2.5 years old, Kaylee Jessica Mikulsky was diagnosed with Acute Lymphoblastic Leukemia. After a couple of days of high fevers and feeling “yucky,” Kaylee’s mom, Kelly, took her to the pediatrician, who thought she just had a virus. But as the night went on, Kaylee’s fever climbed to 106.2 degrees, and she began vomiting and shaking uncontrollably. Her fever then rose even higher, to 107.1, and the shaking got worse. Kelly rushed her to the Sam S. and Rose Stein Emergency Care Center at Rady Children’s Hospital-San Diego, where she received the news that Kaylee had Acute Lymphoblastic Leukemia. Kaylee was then immediately sent to the Hematology/Oncology floor for treatment.

Kaylee’s mom, Kelly, has had a very different experience to Kaylee’s diagnosis. Not only is she a parent, but she also works on the Rady Children’s Oncology floor where Kaylee received her treatment for the past 8 years from when Kaylee was diagnosed. “Of course, the nurses and doctors are all my co-workers and friends and are incredible,” Kelly said. “It’s been a wonderful gift for Kaylee to have a 24/7 pediatric oncology nurse with her, but for me, it has been heart-wrenching.” Not only does Kelly see Kaylee go through treatment from a parent’s perspective, but she sees it from a nurse’s perspective as well.

When Kelly was 12 years old, she watched her best friend, Jessica, battle cancer – and lose the battle after 16 long months. This led Kelly to become a pediatric oncology nurse and to her surprise, the unit was not as awful and ugly as she had expected, but it was full of love and beauty. Being by Jessica’s side, plus all her years as an oncology nurse, gave Kelly the experience she needed to take care of Kaylee during her treatment.

Even though Kaylee had a rough start to her treatment, she is a fighter and was able to finish her treatment in the spring of 2018. Nowadays, Kaylee is doing very well, loves princesses and bows, and, according to Kelly, “is the perfect amount of sweet and spicy.” Kaylee and Kelly’s story is an inspiration to us all and an incredible example of Rady Children's success.



REACH AT RADY

RADY CHILDREN'S HOSPITAL, SAN DIEGO



Children's Miracle Network Hospitals raises funds in support of **170 children's hospitals** across North America, so children of all ages and backgrounds can receive treatment for every imaginable disease and injury. Our CMNH is Rady Children's Hospital, which is the only hospital in the San Diego area **dedicated exclusively to pediatric healthcare**. Rady Children's provides San Diego, southern Riverside and Imperial County with the **largest source of comprehensive pediatric medical services** and is the only designated pediatric trauma center in the region.



number of
beds

505



Best Children's Hospitals by US News and World Report for

Neonatology
ranked

#5



Orthopedics
ranked

#8



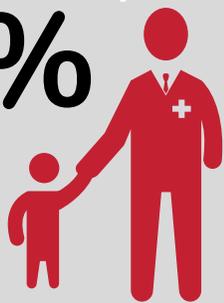
Urology
ranked

#10

total number of patients Rady Children's Hospital cared for in 2020:

237,040

Rady Children's Hospital provides **92%** of the region's childcare.



REACH AT SDSU

932



participants in 2021

59%

of our dancers were first time participants!

social media:



followers

2,575

average content reach

3,535



1,977

1,535



244

726

Website:



3,021

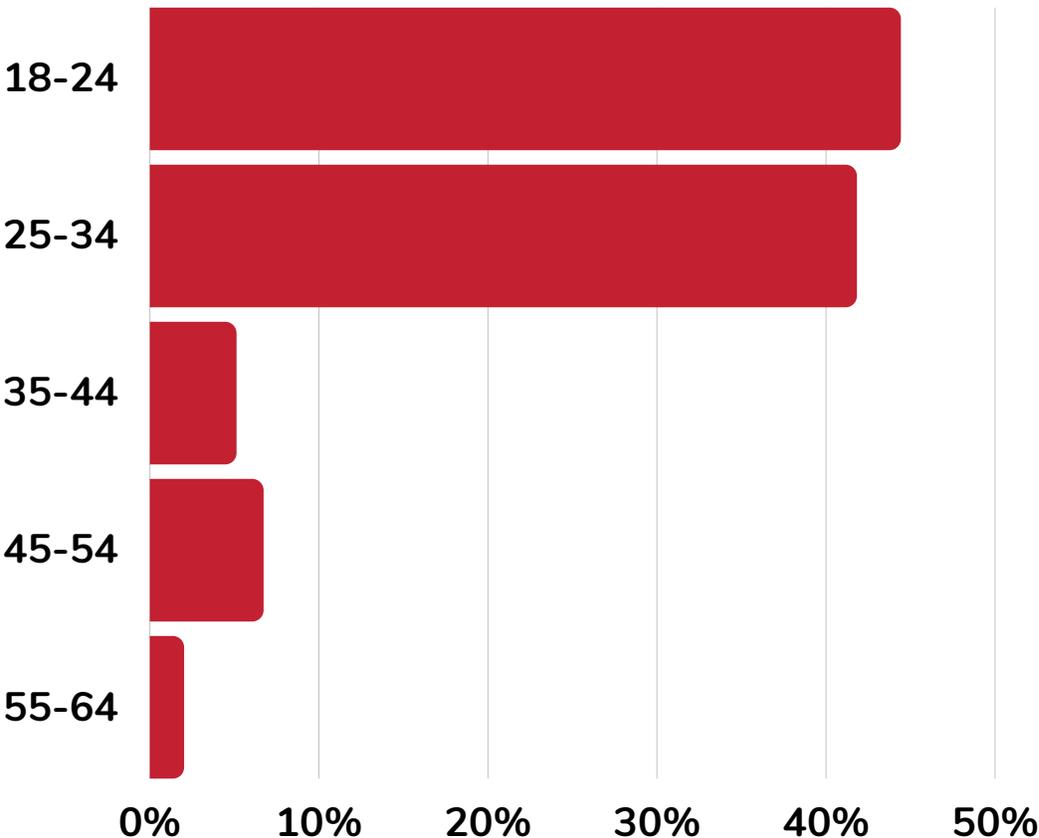
unique visitors



5,719

site sessions

audience age demographics:



our alumni team of 47 members was the 6th highest fundraising team for the 2021 school year

Dance Marathon at SDSU has connections within 79+ different student organizations, jobs, and clubs on campus.



PARTNERSHIP TIERS*

	Flame Fueler \$1,500+	Rady Rockstar \$2,500+	Heart Helper \$5,000+	Miracle Maker \$10,000+
Logo Recognition on Website partners page (\$10,000+ on home page)				
Recognition on LinkedIn				
Name Recognition on Participant T-Shirt				
Logo Recognition on Participant T-Shirt				
Blog Recognition on Website one time post (\$10,000+ monthly recognition)				
Partnership Recognition Day				
Recognition on Facebook one post per month				
Logo Recognition in Final Reveal Photo				
Recognition on Instagram one time story and continuous highlight				
Tour of Rady Children's Hospital				
Banner Featured at Dance Marathon Event (provided by the Partner)				
Check Presentation Recognition at Dance Marathon Event				
Merchandise in Participant Box donate items to Dance Marathon for swag box				
Table at Dance Marathon Event				
Invitation to Speak & Share Promotional Piece at Dance Marathon Event				
Event Hour to Own limited to two total				

*virtual options available if necessary

THANK YOU FOR MAKING MIRACLES HAPPEN!

Please feel free to contact us should you have any questions regarding these partnership opportunities. Thank you for your consideration!

Nina Go & Myhien Danh

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BENEFITTING

