



dance marathon  
at the University of Michigan

# SPONSORSHIP GUIDE

2024-2025

# OVERVIEW



## What is Dance Marathon at the University of Michigan?

Dance Marathon at the University of Michigan (DMUM) is a student-led nonprofit organization that is dedicated to raising funds and awareness for pediatric therapies at University of Michigan Health C.S. Mott Children's Hospital. DMUM's year-long efforts culminate in our capstone event called VictorThon. VictorThon is a 24-hour event, where over 4,000 participants, both virtually and in-person, come together for the cause of supporting and empowering kids and shattering the stigma around disability. Since its founding in 1997, DMUM has raised nearly \$7 million to support pediatric therapies.

## Why support DMUM?

As the largest student-led non-profit in the state of Michigan, DMUM has a membership body of over 300 students and a reach of more than 50,000 people. Not only does our cause reach University of Michigan students, but also their families and friends across the world, staff and patients from University of Michigan Health C.S. Mott Children's Hospital, and Ann Arbor locals. Corporate partners have the opportunity to directly impact the organization and the lives of thousands of children and families served by University of Michigan Health C.S. Mott Children's Hospital, as well as obtain access to marketing and recruitment opportunities on the University of Michigan campus for their corporations.



# OUR REACH



## DMUM by the Numbers

- \$7 million+ raised since DMUM's beginning in 1997
- \$203,006 raised during the 23-24 school year
- 3,000+ hours of volunteering in the 23-24 year
- 20+ events every year, including Spook-a-Thon and PJ Party
- 2150+ people including current members, alumni, families, and more watched and attended our 2024 VictorThon
- 800+ kids positively impacted by our pediatric therapies

## Instagram

- 2,100+ followers and average of 5 posts or stories/week
- Average week:
  - 3,000 impressions
  - Over 200 profile visits
  - 1,500 person reach
- During a fundraising week:
  - 7,000 impressions
  - Over 400 profile visits
  - 3,000 person reach

## Facebook

- 4,000+ live stream views
- ~4,000 people like and follow the page
- 2,000 person reach on average

## TikTok

- 51,200+ views through our TikTok account



# WHAT WE FUND



With our donations, DMUM funds various pediatric therapies including music therapy, art therapy, adaptative martial arts, adaptive tree climbing, adaptative gaming, and more at C.S. Mott Children's Hospital! Additionally, this past year, we were able to fund three full time therapist positions including a Certified Therapeutic Recreation Specialist, a Music Therapist, and Mott Arcade.



# SPONSORSHIP OPPORTUNITIES



## Virtual and In-Person 5k

An annual 5K to raise money for the Little Victors through community engagement.

Reach: 20,000+

## Giving Days

Two days throughout the year, Giving Tuesday in the fall and Giving Blue Day in the winter, in which DMUM has a major fundraising push on campus and social media. On these days, DMUM has the opportunity for fundraising to be matched by outside organizations for up to \$4,000.

Reach: 20,000+



## Spook-a-Thon

An in-person, Halloween-themed community event that brings together DMUM members, DMUM families, our therapists, and Ann Arbor residents to learn about our incredible cause while having some festive fall fun!

Reach: 2,500+

## PJ Party

An evening with food, games, crafts, and a movie where all of the families and DMUM members get together to form relationships in their pajamas!

Reach: 2,000+

## VictorThon Theme Hour

Sponsor an hour at VictorThon. Choose a theme and activity, and donate money or products in order to be featured. Opportunity to speak on stage as well.

Reach: 40,000+



## VictorPalooza!

A fall kick off and recruitment event hosted by DMUM leadership. Previous and potential members gather to play games, eat food, dance during a silent disco, hear live music, and learn about DMUM! Therapists and families are featured and leadership engages with people who pass by or attend.

Reach: 2,000+

# PARTNERSHIP LEVELS



## ★ Presenting Sponsor: \$50,000+

- Presenting Sponsor for 2024-2025 year
- Ability to sponsor one major event during the 2024-2025 year
- Brand represented on social media alongside DMUM logo for 2024-2025 year
- Opportunity to have a booth/display for all 24 hours of VictorThon as well as a continuous banner on simultaneous live stream
- Opportunity to table with DMUM at Festifall and other recruitment events
- Company logo on buckets and promotional poster for DMUM Bucketing events
- Branding on all social media posts for VictorThon and recruitment events
- All Champion benefits

## ★ Champion: \$15,000+

- Branding at one DMUM recruitment event such as Festifall and Winterfest where DMUM leadership tries to recruit new student members, thus interacting with thousands of attendees
- Opportunity to set up company booth for 16 hours of VictorThon
- Opportunity to present check on stage at VictorThon
- Company commercial on live feed
- All Leader level benefits

## ★ Victor: \$10,000+

- Opportunity to sponsor an area at VictorThon
- Opportunity to set up a company booth for 8 hours at VictorThon
- Exclusive company dedicated Instagram Post
- All Victor level benefits

## ★ Wolverine: \$5,000+

- Theme hour sponsorship at VictorThon
- Verbal recognition on stage and logo on screens during the designated hour
- Opportunity to have a company booth for 4 hours at VictorThon
- Opportunity to speak on stage
- Tiktok/Instagram Reels video leading up to VictorThon event
- All Wolverine level benefits

## ★ Maize: \$2,500+

- Opportunity to promote your brand through presence at a non-VictorThon DMUM event
- Mention in Alumni Newsletter
- Opportunity to be featured on @dmatum Instagram Story
- All Blue level benefits

## ★ Blue: <\$2,500

- Company logo featured on VictorThon t-shirts and Instagram post as well as on dmum.org for 2024-2025 school year





# In-Kind Donations



- Catering at a major event (i.e. PJ Party)
- Photobooth at VictorThon
- Items for raffles/prizes
- Meals at VictorThon
- Fruit and snacks for Snack Tables at VictorThon

\*\*A company's level will be based on value of sponsorship. If a company is also an in-kind donor, we will show our gratitude based on value of donation plus the monetary contribution.

