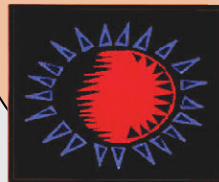


# Corporate Sponsorship Packet

## The University of Tennessee Dance Marathon Benefiting East Tennessee Children's Hospital



**"Dancing today  
for a brighter  
tomorrow."**







Dear Prospective Sponsor,

Each year the students at the University of Tennessee gather together and celebrate for 14 hours to raise money and awareness for East Tennessee Children's Hospital's Hematology and Oncology department. From colds to cancer, Children's Hospital treats children with the mindset that these patients are not little adults but children who demand special care and attention to treat their special needs.

In order for Dance Marathon to succeed we need community support and your help . It is our goal to give every child the opportunity of a bright and happy life.

Enclosed in this packet, you will find information about how your company can become part of the Dance Marathon vision. In the coming weeks, the Dance Marathon Corporate Development team will contact you to answer questions about our event, discuss any sponsorship ideas, and simply touch base with you on the possibility of sponsoring our event. If you are interested in becoming a corporate sponsor, you may complete the registration form and return it in the enclosed, postage paid envelope.

On behalf of the hundreds of hematology and oncology patients treated each year at Children's Hospital and their families, we thank you for any assistance your company may provide.

For the Kids,

Dance Marathon Corporate Development Team

## BY THE NUMBERS

150

pizzas consumed at the 2008 Marathon.

61

businesses that supported the 2008 Marathon.

12

hours of set up for the 2008 Marathon.

67

committee members who work year round to make the marathon possible.



Natalie Townsend  
VP Community Outreach  
Cell: (931) 607-8318  
ntownse2@utk.edu

For more information please visit  
our Web site at: [www.utkdm.com](http://www.utkdm.com).  
Office: (865) 974-3868  
Fax: (865) 974-5455

UTK Dance Marathon  
Office of Student Activities  
305 University Center  
1502 Cumberland Ave  
Knoxville, TN 37996



## 2009 UTK Dance Marathon



The University of Tennessee Dance Marathon is a year-long campus-wide fundraising effort for East Tennessee Children’s Hospital. Each February, we celebrate our fundraising efforts with a Dance Marathon, where hundreds of students stand, shimmy and shake for 14 hours in a symbolic show of support for the patients, families, and staff of Children’s Hospital. The 2008 Dance Marathon raised more than \$90,000, and since its inception in 1996, the UTK Dance Marathon has donated more than \$800,000 to Children’s Hospital.

### What Dance Marathon can do for YOU

What better way to show that you care about your community than by giving? The patients of Children’s Hospital could be your neighbors, family members, or customers. Supporting Dance Marathon will

demonstrate your continued support of East Tennessee Children’s Hospital and the children in our community.

With your corporate Sponsorship, your organization will be exposed to more than 500 students.

This event affects all of the

UT student body in some way and much of the community. This is great publicity and exposure for your business.

“The support from sponsors, businesses, the community and students is unbelievable.”

-Kara Smith, Past DM President

#### Dance Marathon Mission Statement:

The goal of Dance Marathon is to raise money for the patients of East Tennessee Children’s Hospital, while providing a fun-filled and heart felt event that involves UT’s best and brightest students as well as community members. We strive to make a difference in the lives of the thousands of children undergoing treatment for both cancer and blood-related disorders.

#### Get to Know Children’s Hospital

- There were almost 144,000 patients that visited the hospital throughout the 2006-2007 fiscal year.
- Children’s Hospital primary service care reaches out to counties in East Tennessee, Southeast Kentucky, and Southwest Virginia.
- Children’s Hospital offers medical services to all children regardless of their race, religion, or parent’s ability to pay.



**Children’s Hospital**  
Leading the Way to Healthy Children



# Becoming a Sponsor...

## Monetary Contributions

Dance Marathon is a large event that requires an incredible amount of production costs throughout the year. Through monetary donations, we are able to keep our costs down and give a greater amount to East Tennessee Children's Hospital. Therefore, monetary donations are one of the most effective and direct ways to support Dance Marathon and Children's Hospital.



## Product Donations

Product donations and gifts in-kind are essential to the success of our Dance Marathon. These donated items are used throughout the year for fundraising prizes and are also included in the silent auction and eBay auction. The silent and eBay auctions allow participants to bid on a wide range of donated items which further encourage fundraising for Children's Hospital. Sponsoring

companies may also advertise by donating items to be distributed in gift bags that each participant receives at the event. Gift certificates, coupons, tickets, discount cards, and other promotional items are popular donations.

## How to Donate

Please complete and return the "Sponsorship Registration Form" along with your donation to the address below. If you would prefer one of our officers to pick up a check personally, please contact us. All donations are 501 ( c ) 3 tax deductible.

UTK Dance Marathon  
Office of Student Activities  
305 University Center  
1502 Cumberland Ave  
Knoxville, TN 37996

Natalie Townsend  
VP Community Outreach  
Cell: (931) 607-8318  
ntownse2@utk.edu



# Thank you to our 2008 Corporate Sponsors!

## Monetary Donors

Carolina Door Controls  
Dr. Louis Browning  
First Tennessee Bank  
Interfraternity Council  
Lambda Theta Phi Fraternity, Inc.  
Mortar Board  
Orange Nation  
The Rush Fitness  
United Residence Hall Council  
UT Federal Credit Union

## Product Donors

Apple  
Bandit Lites  
Central Program Council  
Daniel Hubbs  
Debka & the Oasis Dancers  
From Me to You  
Goody's Family Clothing  
Hot Spot  
Jason Lovely-#1 Campus DJ  
Kiss Your Ghost  
Label Industries  
Lunar Cinema  
McKay's Books  
Ober Gatlinburg, Inc.  
Salon Azure  
Sound Revue  
Sound Ventures  
STA Travel  
Teach for America  
UT Book and Supply Store

UT Campus Dining  
UT Computer Store

## Food Donors

Applebee's Neighborhood Bar and Grill  
Atlanta Bread Company  
Backyard Burgers  
Barley's  
Bellacino's Grinders  
Bonfish Grill  
Chick-fil-A  
Chili's  
CiCi's Pizza  
Cookies by Design  
Domino's Pizza  
Krispy Kreme  
Kroger  
KUB  
Lenny's Subs  
Little Caesar's  
McAlister's Deli  
Mellow Mushroom  
Moe's Southwest Grill  
O'Charley's  
Olive Garden  
Outback Steakhouse  
Panera Bread  
Papa John's  
PF Chang's China Bistro  
Pita Pit  
Shoney's  
Stefano's Chicago Style Pizza  
Wing Zone



University of Tennessee  
Dance Marathon 2009

## **Tax-Exempt Statement**

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Please keep in mind that any donation you make to Dance Marathon is tax deductible. If you wish to verify the 501 ( c ) 3 status of East Tennessee Children's Hospital, visit the IRS Web site where there is a searchable copy of the IRS list of tax-exempt organizations. You will find Children's Hospital listed in Knoxville, Tenn. under the full legal name, East Tennessee Children's Hospital Association, Inc.

Upon request, Children's Hospital would be pleased to provide your business with a copy of its 501 ( c ) 3 status . The hospital's contact information is the following:

Children's Hospital Development Office  
P.O. Box 15010  
Knoxville, TN 37901-5010  
Fax: 865-541-8285  
Phone: 865-541-8745

E-mail: Alexis Lombard, Annual Giving Coordinator, [alombard@etch.com](mailto:alombard@etch.com)



# University of Tennessee Dance Marathon 2009 Sponsorship Levels

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## **Torchbearer Sponsor**

**\$7,500+**

- Opportunity to place company name or logo on all promotional items for Dance Marathon
- Company name or logo on all Dance Marathon posters
- Opportunity to present check to Dance Marathon at event
- Recognition in The Daily Beacon, The University of Tennessee Campus newspaper
- Link to company Web site from Dance Marathon Web site
- Company logo on all Dance Marathon shirts
- Recognition in Dance Marathon Alumni newsletter
- Ten minutes of microphone time at the event
- Ten hours of reserved table space at the event
- Opportunity to display banner at Dance Marathon (up to 4' x 10')
- Opportunity to display "We proudly support Dance Marathon" poster at business
- Insert any promotional products into our "Dancer Survival Kits"

## **Rocky Top Sponsor**

**\$3,000-7,499**

- Opportunity to present check to Dance Marathon at event
- Recognition in The Daily Beacon, The University of Tennessee Campus newspaper
- Link to company Web site from Dance Marathon Web site
- Company logo on all Dance Marathon shirts
- Recognition in Dance Marathon Alumni newsletter
- Eight minutes of microphone time at the event
- Opportunity to display banner at Dance Marathon (up to 4' x 10')
- Insert any promotional products into our "Dancer Survival Kits"

## **Smokey Sponsor**

**\$1,000-2,999**

- Link to company Web site from Dance Marathon Web site
- Company logo on all Dance Marathon shirts
- Recognition in Dance Marathon Alumni newsletter
- Eight minutes of microphone time at the event
- Opportunity to display banner at Dance Marathon (up to 4' x 10')
- Insert any promotional products into our "Dancer Survival Kits"

## **Orange Sponsor**

**\$500-999**

- Two minutes of microphone time at the event
- Company logo on all Dance Marathon shirts
- Opportunity to display banner at Dance Marathon (up to 4' x 10')
- Opportunity to display "We proudly support Dance Marathon" poster at business
- Insert any promotional products into our "Dancer Survival Kits"

## **White Sponsor**

**\$250-499**

- Company logo listed on Dance Marathon shirts
- Recognition in letter given to all Dance Marathon participants
- Opportunity to display banner at Dance Marathon (up to 4' x 10')
- Opportunity to display "We proudly support Dance Marathon" poster at business
- Insert any promotional products into our "Dancer Survival Kits"

## **Miracle Maker Sponsor**

**\$150-249**

- Company name listed on Dance Marathon shirts
- Opportunity to display "We proudly support Dance Marathon" poster at business
- Insert any promotional products into our "Dancer Survival Kits"

**Please note that these are suggested sponsorship levels with incentives for your support. However, any amount of monetary donation is greatly appreciated. With any donation, your company *will* be recognized at the event.**

Please return all sponsorship information to Dance Marathon by  
**Friday, January 23rd.**

If you would like to address questions directly, you may e-mail us at [utdm@utk.edu](mailto:utdm@utk.edu)  
visit the Dance Marathon Web site at [www.utkdm.com](http://www.utkdm.com), or  
call the office at 865. 974. 3868.

**For sponsorship form and check pick up please contact:**

**Natalie Townsend  
VP Community Outreach  
Cell: 931. 607. 8318  
E-mail: [ntownse2@utk.edu](mailto:ntownse2@utk.edu)**



## **Dance Marathon Corporate Development Team**

Office of Student Activities  
1502 Cumberland Ave  
305 University Center  
Knoxville, TN 37996-4800  
Office Phone: 865. 974. 3868  
Fax: 865.974. 9252  
E-mail: [utdm@utk.edu](mailto:utdm@utk.edu)

### **Kate Phelps**

Dance Marathon President

Phone: 931-224-0782

E-mail: [kphelps1@utk.edu](mailto:kphelps1@utk.edu)

\*Please contact for any questions concerning the organization

### **Megan McCaskill**

VP Dancer Relations

Phone: 901-351-1838

E-mail: [mmccaskill@utk.edu](mailto:mmccaskill@utk.edu)

\*Please contact for information concerning dancer registration and campus-wide fundraising events

### **Natalie Townsend**

VP Community Outreach

Phone: 931-607-8318

E-mail: [ntownse2@utk.edu](mailto:ntownse2@utk.edu)

\*Please contact for interest in monetary and product donations

### **Kerri Lovegrove**

Dance Marathon Advisor

Office Phone: 865-974-1024

E-mail: [kerri@utk.edu](mailto:kerri@utk.edu)

\*Please contact for information concerning the University of Tennessee and its commitment to Dance Marathon

### **Whitney Bell**

VP Event Development

Phone: 423-802-4205

E-mail: [wbell6@utk.edu](mailto:wbell6@utk.edu)

\*Please contact for information concerning the activities during Dance Marathon

### **Alexis Lombard**

East Tennessee Children's Hospital Annual Giving Coordinator

Office Phone: 865-541-8745

E-mail: [alombard@etch.com](mailto:alombard@etch.com)

\*Please contact for information regarding East Tennessee Children's Hospital





**Sponsor Registration**  
**University of Tennessee**  
**Dance Marathon 2009**  
 Benefiting



**Sponsor Name** \_\_\_\_\_

**Contact Person** \_\_\_\_\_ **Title** \_\_\_\_\_

**Mailing Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip Code** \_\_\_\_\_

**Phone Number** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**Company Website** \_\_\_\_\_

**Choose all that apply:**

- \_\_\_ Monetary Gift
- \_\_\_ Gifts in Kind/Product Donation
- \_\_\_ Both

**Sponsor Level:**

- \_\_\_ Torchbearer Sponsor
- \_\_\_ Rocky Top Sponsor
- \_\_\_ Smokey Sponsor
- \_\_\_ Orange Sponsor
- \_\_\_ White Sponsor
- \_\_\_ Miracle Maker
- \_\_\_ Other

**Total Gifts \$** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_