



**UNIVERSITY OF SOUTH CAROLINA  
DANCE MARATHON**

# **USC DM**

**PARTNERSHIP OPPORTUNITIES**





# ABOUT US

USC Dance Marathon (USCDM) is the largest student-run philanthropic organization in the state of South Carolina that benefits Prisma Health Children's Hospital in the Midlands. Last year, for our 26th year, over 1,600 participants came together to raise \$715,107 for the miracle kids. Since our inception in 1998, USC Dance Marathon has raised over \$9 million.

Our funds support Prisma Health Children's Hospital in the Midlands, a member of Children's Miracle Network (CMN) Hospitals. It is South Carolina's largest freestanding children's hospital that serves over 15,000 children. USCDM supports the hospital's initiatives such as their Child Life Program, treatment education, and consistent support to the children and their families. In the past, USCDM has funded projects such as the hospital's new facility dogs and the building of "The USC Dance Marathon Playground" that provides a safe outdoor space for patients and siblings to play during their hospital stay.

USC Dance Marathon's year-long fundraising effort consists of many events, all dedicated to raising funds and awareness for the children at Prisma Health Children's Hospital in the Midlands. Our organization works with the Columbia community to share the cause, and we assist local schools to lead their own Mini Marathons. In the spring, USCDM holds a 14-hour Main Event that is a celebration of our hard work and our biggest fundraising day of the year. Main Event highlights everyone who made the year possible, such as our miracle families, Mini Marathons, and our sponsors. We conclude the event with a final flip, revealing the year's fundraising total.

The success of our organization would not be possible without the support of our generous community partners. Your sponsorship will not only help the hospital, but it will change the lives of countless children and their families. Together, we can change kids' health and change the future.

# USCDM BY THE NUMBERS

**1,655**  
Participants

**27** Years  
Strong

**92** Registered  
Teams

**6** Mini-  
Marathons

**\$715,107**  
raised in 2024

Over  
**13,000**  
Donors

Over  
**\$9 million**  
raised since 1998

**4,527**  
Instagram  
Followers



@uscdancemarathon

**5,500+**  
Facebook  
Likes



@USC Dance Marathon

**430+**  
LinkedIn  
Followers



USC Dance Marathon

# WHY WE DANCE

USCDM dances for our 16 spotlight miracle kids and all the other children at Prisma Health Children's Hospital-Midlands. The miracle kids are the foundation and purpose of USCDM.

## Tap Priester



At 1 ½ years old, Tap and his big sister Gardner found a way into the backyard of their new home, and Tap fell into the pool. Tap was transported by ambulance to Children's Hospital where the family was cared for by Child Life, the PICU, and our pediatric trauma team. He was named the CMNH Champion of the year in 2021!

## Eli Adams



Eli Adams was diagnosed with Acute Lymphoblastic Leukemia. "It shattered our world," said his parents, Robyn and Chris Adams. On May 27, 2020 our hearts were saddened to hear that Eli passed away. Today as an organization we work hard to celebrate Eli's life and the bright light he was in the world.

## Lila Mozingo



Lila was diagnosed with an AV canal defect and down syndrome. She stayed in the NICU for the first two and a half months of her life undergoing four surgeries and countless therapies and tests. She now bakes bread/treats & donates the funds to her foundation: Lila's Limitless Purpose.

## Jayne Walker



Jayne was born with Down syndrome and an AV canal heart defect that required open heart surgery to repair it when she was just four months old. She loves to dance and sing. She takes ballet and loves to "read."

## Amelia Hutto



Amelia was born with a grade four brain bleed, a chromosomal abnormality, a heart defect, cerebral palsy, and Congenital Cytomegalovirus and has been visiting the Prisma Health Children's Hospital ever since. She loves baby dolls, playing doctor and dentist, going on walks, and meeting new friends!

## Brantley McQueen



Brantley was born 3 ½ weeks early and was eventually diagnosed with pancreatitis. He underwent a major surgery but is now doing great and able to eat all his favorite foods! Brantley loves gaming and watching and playing football!

# TESTIMONIALS

## **Family of Miracle Kid, Amelia Hutto**

“Amelia has been apart of the Prisma Children’s Hospital since the day that she was born and they continue to have an incredible impact on our life six years later.’ The children’s hospital not only cared for Amelia, but for the whole family. They ensured that someone would sit with Amelia while her mother got a breath of fresh air, did the laundry, brought down toys and on more than one occasion. The nurses and staff in the children’s hospital became friends-and our family. Luckily, Amelia has slowly improved and our admissions are few and far between, but the entire children’s hospital will ALWAYS hold a special spot in her family’s hearts!”

## **Mary Brooks Wilson, President of USCDM**

“Dance Marathon has changed my life. To me, USCDM is more than a college organization, it is a community fighting together to help kids battling childhood illnesses. It has taught me that we must work together to make a difference, and we can touch so many lives through giving generously. I am so grateful for all our donors because without them we could not make as great of an impact on local kids who need our support. Kids like Lila are who inspire me to continue leading and serving others.”

## **Becca Kelly, Child Life Music Therapist**

“Dance Marathon is such a huge support to our Child Life program. Their fundraising dollars have allowed us to expand our program in ways we never could have imagined. From being able to increase our staff size, to cool game tables, to an amazing adaptive playground, USCDM has given us tools to make hospitalized kiddos’ lives better. We have expanded into new areas and now cover all of inpatient, plus day hospital/sedation, NICU, ER, and outpatient surgery. But maybe one of my favorite aspects of dance marathon is the energy that you all bring to our team and our hospital!”

## **Brynn Phillips, Mini- Marathons Co-Director of USCDM**

“I was part of Dance Marathon since before USCDM, where I was in a “mini” at my previous high school. Being able to transition from high school to college and still being able to make an impact for this amazing organization has been a blessing. Everyone I work with is passionate and willing to try hard to make a difference in people’s lives. I have been able to see first-hand what the money we raise can do to help these children, and I cannot wait to continue helping this organization with the fantastic friends I have made and my college behind me!”

# SPONSORSHIP LEVELS

## **SUPPORTER: \$1,000**

- Social Media Recognition
- Company name on participant t-shirts
- Company recognition at Main Event
- Company name on USCDM website

## **HERO: \$2,500**

All Supporter incentives plus:

- Company logo on participant t-shirts
- Company logo on USCDM website

## **BELIEVER: \$5,000**

All Hero incentives plus:

- Give out promotional items at Main Event
- Sponsor a matching hour on a fundraising push day

## **FIGHTER: \$7,500**

All Believer incentives plus:

- Sponsor an activity on a fundraising push day
- Company logo on banner at Main Event

## **WARRIOR: \$10,000**

All Fighter incentives plus:

- “Power Hour” during Main Event where donations are matched
- Company logo on USCDM graphic displayed in student union building

## **CHAMPION: \$15,000**

All Warrior incentives plus:

- Speak on stage at Main Event
- Company information on all donor thank you emails/letters & other dance supporters (approx. 13,000 donors)

## **MIRACLE MAKER: \$20,000**

All Champion incentives plus:

- Check presentation on stage at Main Event
- Logo on all dancer packets distributed the week before Main Event

# CONTACT US

Please feel free to contact us if you have any questions regarding these sponsorship opportunities.

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Prisma Health Midlands Foundation is a 501(c)(3) public charity.