BULLS FOR KIDS

University of South Florida™

# Sponsorship Packet 2018-2019



Shriners Hospitals for Children®— Tampa

# Bulls For Kids
at the University of South Florida

Benefitting Shriners Hospitals for Children - Tampa, Bulls For Kids (BFK) is the largest student-run philanthropy at the University of South Florida. BFK is modeled after the nationwide Dance Marathon movement hosted by schools to raise money and awareness for local children's hospitals. Events and opportunities throughout the year highlight our three values: Shriners families, USF student participants, and fundraising.

The entire year concludes with a fundraising reveal at the annual Dance Marathon (DM). This year, Dance Marathon will be held on March 2nd, 2019. Participants from the USF and Tampa Bay communities stay on their feet for twelve hours while playing games, fundraising, and engaging with families who benefit from the amazing work happening at Shriners. The year would not be possible without the support of USF students, faculty, alumni, and potential sponsors like you!

Please see the following pages to learn more about Bulls For Kids' year-long efforts and how you can partner with us to improve the lives of countless children and their families!




**2018 Dance Marathon**
**Bulls For Kids raised $175,470.18 FTK!**

**Average Number of Registered Participants:** 1,200
**Average Number of Registered Student Organizations:** 52
**Amount raised prior to day of Dance Marathon:** $149,005
**Amount raised on day of Dance Marathon:** $26,465
**Amount revealed at Dance Marathon:** $175,470

**Facebook Likes:** 2,130
**Instagram Followers:** 750

**Students on the BFK Executive Board:** 20
**Average Number of Students in BFK Organization:** 70
**Events Held Throughout BFK Season:** 25

## Bulls For Kids & Dance Marathon

# 2018–2019 Timeline

## August

**23** Meet Bulls For Kids

## September

**12** BFK Trivia Night

## October

**1** Child Health Day

**8-11** Fraternity/Sorority Week
- **8** Sports Night: Dodgeball Tournament
- **9** Giveback Night at Portillos
- **10** Jessie's Talent Show
- **11** Light Up the Night: Closing Ceremonies

**22-27** BFK Week
- **22** Recruitment Informational Meeting
- **23** Shriners Hospitals for Children - Tampa Tour
- **23** Zavi's Halloween 5K
- **24** Dancer Appreciation Day
- **25** Giveback Night at local restaurant

## November

**7** Fundraising Push Day

**14** BFK Kickoff

## December

## January

**19** East-West Shrine Game, Tropicana Field

**28** Madison's Carnival

## February

**13** Savannah's Spaghetti Dinner

**28** Shriners Hospitals for Children - Tampa Tour

**28** Fundraising Push Day

## March 2, 2019
### USF Dance Marathon

*More information on these events can be found on pages 9-16.




# Shriners Hospitals For Children – Tampa

Shriners Hospitals for Children – Tampa is changing children's lives every day through innovative pediatric specialty care. The model for care was conceived and established by the Shriners, the fraternal organization for which the hospital is named. The Shriners opened their first hospital in 1922 in an effort to give all children access to specialized pediatric care. The hospital opened in 1985 and has been bringing "Love to the Rescue" to about 60,000 children with orthopedic conditions ever since! Shriners Hospitals for Children – Tampa focuses on a broad range of pediatric orthopedic conditions, including rare diseases and syndromes that require highly specialized care. All services are provided regardless of the families' ability to pay. Shriners Hospitals for Children –Tampa treats children from birth through age 18.

**Location:** 12502 USF Pine Drive, Tampa, FL (on USF's campus)

**Licensed Number of Beds**: 60

**Total Number of Patients Since Opening**: 60,000

**Primary Coverage Areas**: All of Florida and parts of Georgia

**Conditions They Treat**: Scoliosis, hip and leg deformities, hand and arm deformities, sports injuries, concussions, fractures, osteogenisis imperfecta (brittle-bone disease), cerebral palsy, clubfoot

**Services**: MDA Care Center (for patients with muscular dystrophy), endocrine clinic, wheelchairs, braces, prosthetic limbs, physical, occupational, and speech therapies. **All services are provided regardless of the families' ability to pay.**

**Children that had inpatient surgeries (2017):** 211

**Children that had outpatient surgeries (2017):** 558

**Amount of visits to outpatient clinic (2017):** 13,506

**Amount of visits to seating department (2017):** 1,908

**Amount of visits to radiology department (2017):** 6,833

**Motion Analysis Lab (MAL)**

The money revealed at the 2018 and 2019 Dance Marathons is designated for the Motion Analysis Lab (MAL). The Motion Analysis Lab serves to objectively evaluate human motion, in particular, gait. Children with a variety of diagnoses, including cerebral palsy, myelomeningocele, limb deficiencies, prosthetics, hand and foot disorders, as well as many others, are seen in the Motion Analysis Lab. A report summarizing the results and recommendations of a multidisciplinary team is generated in cooperation with the child's treating physician. The report can be used to develop appropriate treatment options, as well as evaluate responses to medical treatment.

# Partnership Benefits

| | Green Level $250 | Gold Level $500 | Horns Up Level $750 | Comma Club Level $1,000 |
|---|---|---|---|---|
| Logo Displayed at the Dance Marathon (DM) | ✓ | ✓ | ✓ | ✓ |
| VIP Pass to the Dance Marathon | ✓ | ✓ | ✓ | ✓ |
| Certificate of Appreciation | ✓ | ✓ | ✓ | ✓ |
| Logo on BullsForKids.org | | ✓ | ✓ | ✓ |
| Opportunity to Distribute Promo Items at DM | | ✓ | ✓ | ✓ |
| Opportunity to Table at DM for 2-Hours | | | ✓ | ✓ |
| Opportunity to Show 15-Second Ad at DM | | | ✓ | ✓ |
| Opportunity to Table at DM for 3-Hours | | | ✓ | ✓ |
| Opportunity to Show 30-Second Ad at DM | | | ✓ | ✓ |
| Opportunity to Display Company Banner at DM | | | ✓ | ✓ |
| Special Recognition in DM Closing Ceremonies | | | | ✓ |
| Opportunity to Show 60-Second Ad at DM | | | | ✓ |
| Opportunity to Table at Entire 12-Hour DM | | | | ✓ |
| Special Social Media Promotion | | | | ✓ |
| Opportunity to Show 120-Second Ad at DM | | | | ✓ |
| Logo on T-Shirt | | | | ✓ |
| Logo Presented on Large A-Frame Display at DM | | | | |
| Hospital Tour Provided for Company Employees | | | | |
| Hospital Tour Provided for Company Employees | | | | |
| Logo Presentation in Sponsorship Video Posted on Social Media | | | | |
| Bulls For Kids and Shriners Thank-You Gift Basket | | | | |

# Partnership Benefits Continued

| | Carpe DM Level $1,500 | Hero Club Level $2,500 | Valu-"bull" Supportors Level $4,000 | FTK Club Level $5,000+ |
|---|---|---|---|---|
| Logo Displayed at the Dance Marathon (DM) | ✓ | ✓ | ✓ | ✓ |
| VIP Pass to the Dance Marathon | ✓ | ✓ | ✓ | ✓ |
| Certificate of Appreciation | ✓ | ✓ | ✓ | ✓ |
| Logo on BullsForKids.org | ✓ | ✓ | ✓ | ✓ |
| Opportunity to Distribute Promo Items at DM | ✓ | ✓ | ✓ | ✓ |
| Opportunity to Table at DM for 2-Hours | ✓ | ✓ | ✓ | ✓ |
| Opportunity to Show 15-Second Ad at DM | ✓ | ✓ | ✓ | ✓ |
| Opportunity to Table at DM for 3-Hours | ✓ | ✓ | ✓ | ✓ |
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| Hospital Tour Provided for Company Employees | | ✓ | ✓ | ✓ |
| Logo Presentation in Sponsorship Video Posted on Social Media | | | ✓ | ✓ |
| Bulls For Kids and Shriners Thank-You Gift Basket | | | | ✓ |

# Sponsorship Options

## In-Kind Donation

Bulls For Kids (BFK) is seeking in-kind donations from all companies. Examples include goods and/or services such as prizes or gift cards to be used for one of our events. Additionally, we welcome catering sponsors to provide food for other events throughout the year or at Dance Marathon, which averages 1,200 participants.

Example: *If a company wishes to provide water bottles for Dance Marathon, we can work with them to create water bottle labels that include both the sponsorship company logo and the Bulls For Kids logo.*

## Event Sponsorship

Throughout the year, BFK hosts several events leading up to Dance Marathon. BFK is seeking sponsors that can provide donations to fund these events and activity rooms at our Marathon. By sponsoring a BFK event, the name of the company will be advertised as the presenter for the event. See pages 9-17 for more details on the specific event sponsorship opportunities listed below.

**BFK Fraternity & Sorority Week**
**Including Sports Night, Jessie's* Talent Show, and Light Up the Night Closing Ceremonies**
**Zavi's* Halloween 5K**
**Fundraising Push Days**
**Madison's* Carnival**
**Savannah's* Spaghetti Dinner**
**Dance Marathon**
**Dance Marathon- Shriners Family Experience**
**Merchandise Sponsorship**

*Some events are named after our Shriners Kid Captains. Each captain leads a Color Crew full of registered participants through the BFK season and Dance Marathon

Example: *A company can choose to sponsor one of the events listed above. By doing so, the event will be "presented by" the company that sponsors the event (e.g. BFK Dance Marathon Presented by ABC Financial Group). The company will also have the opportunity to also hand out company promotional items at the event.*

# Other Ways to Contribute

## Monetary Donation

Bulls For Kids is seeking sponsors that can provide a monetary donation to help increase our fundraising total for the year. One hundred percent of your donation will be directly given to Shriners and will contribute to the fundraising total that is revealed Dance Marathon on March 2, 2019.

Example: *ABC Financial Group writes a $1,000 check to Shriners Hospitals for Children - Tampa. As a result, Bulls For Kids' final fundraising total revealed at Dance Marathon is $1,000 higher.*

## Volunteer Opportunities

Bulls For Kids also provides volunteer opportunities to those interested in working hands-on at our events. We appreciate all of the help we can get and if your company employees are interested in helping, we would love to work with them.

Example: *ABC Financial Group sends 20 volunteers to help with the logistics of Zavi's Halloween 5K.*



*If your company has additional ideas for partnership with Bulls For Kids, let us know! We would love to work with your company to create a customized partnership plan that benefits your company goals and promotional ideas.*

# Event Sponsorship:
# Fraternity & Sorority Week

**Date:** October 8-12, 2018

**Location:** Recreation Center, Oval Theater, Marshall Student Center Ballroom

**Purpose:** This program is to encourage Sororities and Fraternities at USF to get involved with Bulls For Kids and immerse themselves in the Dance Marathon culture through friendly comp etition and connecting with other organizations and the families at the events.

**Goal:** To get at least 70% of Fraternity & Sorority Life involved in attending events and raising over $2,000 For The Kids during the duration of this program through fundraising competitions, registration fees, shirt sales, ticket sales, etc.

**Description:** This program is a celebration of all of our Fraternity & Sorority organizations. The program events are as follows:

October 8- Sports Night: Dodgeball Tournament
October 9- Giveback Night
October 10- Bull Market Tabling Event & Jessie's Talent Show
October 11- Light Up the Night: Closing Ceremonies

**Estimated attendance at all events:** 750+

## Items & Pricing

| Item(s) | Pricing |
|---|---|
| Food & Drinks | $1,300 |
| T-shirts (100 ct.) | $800 |
| Assortment of Glow in the Dark Items (Balloons, Glow Sticks, etc) | $300 |
| Assorted Utensils | $100 |
| Decorations | $100 |
| Banner | $50 |
| Trophies | $100 |
| Space & Technology Fees | $500 |
| **Total:** | **$3,250** |

**By sponsoring this event, your company name will be included in the promotion of this event as the presenter, have the opportunity to hand out company promotional items at the event(s), and also receive "Hero Club" partnership benefits. For list of benefits included in this level, please refer to page 6.**

# Event Sponsorship:
# Zavi's Halloween 5K

**Date:** October 23, 2018

**Location:** Marshall Student Center Outdoor Space

**Purpose:** This event is to allow members of the USF community to connect to our families and fundraise through a 5K.

**Goal:** To get at least 250 members of the USF Community to run and fundraise over $1,000 For The Kids.

**Description:** This is BFK's first ever 5k!!! People can dress up and come walk or run in the 5k around campus. We'll have Shriners families there as well!

**Estimated attendance:** 250+

## Items & Pricing

| Item(s) | Pricing |
|---|---|
| Shirts | $1,250 |
| Bibs | $50 |
| Official Timers and Outside Contractor Fees | $800 |
| Finish, Start, and Title Banners | $150 |
| Cups and Water | $100 |
| Table and Chair Rentals | $150 |
| Medals | $750 |
| **Total:** | **$3,250** |

**By sponsoring this event, your company name will be included in the promotion of this event as the presenter, have the opportunity to hand out company promotional items at the event(s), and also receive "Hero Club" partnership benefits. For list of benefits included in this level, please refer to page 6.**

# Event Sponsorship:
# Fundraising Push Day

**Date:** November 7, 2018 and February 27, 2019

**Location:** Various Locations Around USF Campus

**Purpose:** This event is to allow members of the USF community to connect to our dancers/participants and with fundraising by really encouraging them to reach above and beyond their personal fundraising goals.

**Goal:** To raise 5K in one day!

**Description:** This is huge each semester! We motivate and encourage everyone to fundraise all day for 24 hours. We have students tabling in the community, selling everything from doughnuts to pizza at locations around campus, collecting change all day, and many other fundraising projects.

**Estimated attendance:** 250+

## Items & Pricing

| Item(s) | Pricing |
|---|---|
| Food | $500 |
| Assorted Utensils | $50 |
| Game Prizes | $50 |
| **Total:** | **$600** |
| **Total for 11/7 and 2/27:** | **$1,200** |

**By sponsoring this event, your company name will be included in the promotion of this event as the presenter, have the opportunity to hand out company promotional items at the event(s), and also receive "Comma Club" partnership benefits. For list of benefits included in this level, please refer to page 5.**

# Event Sponsorship:
# Madison's Carnival

**Date:** January 28, 2019

**Location:** Marshall Student Center

**Purpose:** To host our last large event before Dance Marathon to boost fundraising and excitement.

**Goal:** To fundraise at least $2,000 that will go towards the final reveal total through games and activities at this event.

**Description:** This event is a carnival for all USF students and community members to enjoy. We'll have food trucks, pizza, cotton candy, popcorn, ice cream, snow cones, and games.

**Estimated attendance:** 250+

## Items & Pricing

| Item(s) | Pricing |
|---|---|
| Food & Drinks | $1,200 |
| Machine Rentals (Popcorn, Snow Cone, and Cotton Candy) | $150 |
| Assorted Utensils | $50 |
| Game Prizes | $200 |
| Table and Chair Rentals | $200 |
| **Total:** | **$1,800** |

**By sponsoring this event, your company name will be included in the promotion of this event as the presenter, have the opportunity to hand out company promotional items at the event(s), and also receive "Carpe DM" partnership benefits. For list of benefits included in this level, please refer to page 6.**

# Event Sponsorship:
# Savannah's Spaghetti Dinner

**Date:** February 13, 2019

**Location:** Marshall Student Center

**Purpose:** To host a family-centered event before the marathon to reinforce the reason we are doing this, For The Kids.

**Goal:** To connect dancers and families while raising at least $1,000.

**Description:** This event is a smaller event to celebrate one of our amazing Shriners kids! Lots of people will get to meet this young woman and her family, enjoy spaghetti, and maybe even have a friendly art competition. Charge is $5 presale and $8 at the door.

**Estimated attendance:** 200+

## Items & Pricing

| Item(s) | Pricing |
|---|---|
| Food & Drinks | $750 |
| T-shirts (50 ct.) | $350 |
| Assorted Utensils | $50 |
| Table and Chair Rentals | $150 |
| **Total:** | **$1,300** |

**By sponsoring this event, your company name will be included in the promotion of this event as the presenter, have the opportunity to hand out company promotional items at the event(s), and also receive "Comma Club" partnership benefits. For list of benefits included in this level, please refer to page 5.**

# Event Sponsorship:
# Dance Marathon

**Date:** March 2, 2019

**Location:** Marshall Student Center

**Purpose:** To celebrate our year's efforts of fundraising through the 12-hour event in the spring where the total amount raised through the year is revealed durin the last hour.

**Goal:** To have over 1,200 participants attend the event where we reveal at least $200,000 that will go towards the kids at Shriners Hospitals for Children - Tampa.

**Description:** This is our largest event all year long! It is our Dance Marathon and final culminating event of the year. It is 12 hours long, has over 1,200 attendees, Shriners families, various activities, and is full of dancing, inspiration, and fundraising. Several activity rooms are available to sponsor at Dance Marathon, or you can sponsor the entire event as a whole.

**Anticipated attendance:** 1,200+

**Specific Dance Marathon Sponsorship Options:**

- *Café FTK (For The Kids):* Participants can pay to sit and study while enjoying brewed coffee, warm beverages, and sweets.
- *Arts and Crafts Room:* Participants can partake in crafty projects with the kids.
- *Escape Room:* Participants can test their team building skills while trying to solve the puzzle in under a certain amount of time.
- *Game Room:* Those who enjoy board games, virtual games, and other activities can hang out and partake in friendly competition with other participants.
- *Inspiration Room:* Participants can connect back to our cause, learn more about families, and get inspired to be FTK!
- *Ballroom:* The main room where participants can learn the line dance, listen to music, and hear the Shriners stories presented by our families.
- *Dance Marathon Dinner & Dessert*

Event Sponsorship:

# Dance Marathon

## Dance Marathon Items & Pricing

| DM Room | Item(s) | Pricing |
|---|---|---|
| **Café FTK** | Food Items | $600 |
| | Decorations | $100 |
| | | **Café FTK Total: $700** |
| **Arts & Crafts** | Craft Supplies | **Arts & Crafts Total: $600** |
| **Escape Room** | | **Escape Room Estimated Supply Total: $500** |
| | | |
| **Game Room** | Video Game Console Rentals (Wii, PS4, XBox, etc.) | $200 |
| | Games for Gaming System Rentals | $100 |
| | Supplies for “Field Games” (Soccer Balls, Trash Cans, Tennis Balls, | $100 |
| | | **Game Room Total: $400** |
| **Ballroom** | Decorations | $500 |
| | Reusable Water Bottles | $1,200 |
| | Activity Supplies | $600 |
| | Space & Technology Fees | $1,200 |
| | | **Ballroom Total: $3,500** |
| **Inspiration Room** | Decorations | **Inspiration Room Total: $200** |
| **Dance Marathon Dinner & Dessert** | | |
| | Food | $9,700 |
| | Drinks | $600 |
| | Assorted Utensils | $200 |
| | | **Dance Marathon Dinner Total: $10,500** |
| **Event Logistical Supplies** | | **Logistical Supplies Total: $1,300** |

**Total for Entire Dance Marathon: $17,700**

**By sponsoring this event, your company name will be included in the promotion of this event as the presenter, have the opportunity to hand out company promotional items at the event(s), and also receive “FTK Club” partnership benefits. For list of benefits included in this level, please refer to page 6.**

# Sponsorship:
# Shriners Family DM Experience

**Date:** March 2, 2019

**Location:** Marshall Student Center

**Purpose:** To show appreciation to the families attending Dance Marathon.

**Description:** During Dance Marathon, we want to give our guests of honor the best experience. We want them to feel comfortable and show them that we truly appreciate them.

## Items & Pricing

| Item(s) | Pricing |
|---|---|
| Kid Captain Goodie Bags (Including Gas Cards) | $400 |
| BFK Kid Ambassadors Goodie Bags (Including Gas Cards) | $400 |
| Families shirt (50 ct.) | $400 |
| | **Total Estimated Price: $1,200** |

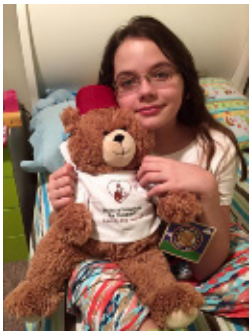
## 2019 Dance Marathon Kid Captains




**Jessie**



**Zavi**



**Savannah**




**Madison**

# Sponsorship:
# Merchandise

**Purpose:** To expand our marketing materials through the distrubtion and sale of promotional items throughout the year.

**Goal:** To make a profit of at least $5,000 from merchandise sales. Merchandise listed below may be used as promotional items or be sold during various events. Items listed under events in previous pages will be sold during the time of the event/program.

**Description:** Below is a list of merchandise we will need for the 2019 Dance Marathon year.

## Items & Counts

| Item(s) | Count |
|---|---|
| Reveal Event T-shirt | 50 |
| Generic BFK shirt | 250 |
| Comma Club shirt | 50 |
| Keychains | 700 |
| Phone wallets | 600 |
| Stickers | 1,000 |
| Cups | 1,000 |
| Pens | 1,000 |
| Tumblers | 50 |
| Water Bottles | 100 |
| Drawstring Bags | 250 |
| Magnets | 50 |
| | **Total Estimated Price: $10,615** |

**By sponsoring our merchandise orders, your company will have the opportunity to hand out company promotional items at three events, and also receive "FTK Club" partnership benefits. For list of benefits included in this level, please refer to page 6.**

# A Thank You to Our
# 2017-2018 Sponsors



# Contact Us



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