Knight-Thon presents corporations and local businesses with a unique opportunity of exposure to passionate college students and future leaders. Knight-Thon is a chance to invest in your local community while helping to make miracles happen and save kids’ lives. Making an investment in Knight-Thon will promote your business, inspire your employees, and change your life, forever.

- Chelsea Trynz, Former Knight-Thon Student Director
Dear Potential Supporters of Knight-Thon,

On an average day, 411 babies are diagnosed with a birth defect across the United States. Approximately 62 children each minute will need treatment for a life-threatening illness and it’s our time to help them. **Children’s Miracle Network Hospitals is an organization that raises money** to support research and training, purchase equipment, and pay for uncompensated care, all in support of the mission to **save and improve the lives of as many children as possible.**

**Knight-Thon: UCF’s Dance Marathon** is UCF’s largest and official student-run philanthropy; students come together and raise money year-round for the kids at The Greater Orlando Children’s Miracle Network Hospitals in our local community. This past year, our students united to stand on their feet for 20 hours. In turn, raising over **$392,000!**

By partnering with us you can help us achieve our goal and receive exposure on the nation’s second largest campus. All monetary contributions and in-kind donations are crucial to helping our program’s continuous development. Partnership opportunities are available to sponsors in exchange for your contributions and support.

Join our movement to help make miracles in the lives of **32 million children each year** by making a gift to Knight-Thon today. And as a 501(c)3 organization, all donations are tax-deductible. A list of partnership opportunities are included in this packet. We also offer customized sponsorship options upon request.

As a community, we cannot thank you enough for your support and cannot wait to work with you. Partners like you allow us to continue providing premium support for those children who can’t stand for themselves. With one child needing our help every second, our time to contribute is now. I look forward to discussing how your business can stand with us to make a difference in our community.

For The Kids We Are,

**Grace Gibson**  
Director of Partnerships  
Knight-Thon 2014-2015  
ktpartnership@ucf.edu  
Phone: 321.615.7672
What is Knight-Thon?

Knight-Thon, University of Central Florida’s Dance Marathon, is the largest student run philanthropy in Central Florida and the official philanthropy of UCF. Knight-Thon is a year-round fundraiser and campus movement benefiting the Greater Orlando Children’s Miracle Network Hospitals. Every dollar we raise goes directly to kids and families treated at both Shands Children’s Hospital and Arnold Palmer Hospital for children in Orlando. Children’s Miracle Network Hospitals treat over 32 million children each year with life threatening diseases and illnesses. Knight-Thon has the privilege of raising funds to care for these children in our local community.

Knight-Thon prides itself on its substantial campus and community growth, uniting thousands of students for this cause since 1996:

- **$392,831.65** Raised at Knight-Thon 2014
- **$1,265,749.01** Cumulatively raised for GOCMN Hospitals
- **52%** Fundraising increase from 2013 to 2014

This year, our fundraising goal symbolizes the message that every single day we help make a difference in the lives of local kids.

Simply stated, we stand for the kids who can’t, and hope that you too can join us in making miracles happen for countless children in our community.
Who We Fundraise For

Children’s Miracle Network Hospitals (CMN) is a non-profit organization dedicated to saving and improving the lives of children by raising funds for children’s hospitals across North America. CMN Hospitals are dedicated to helping children overcome these life threatening diseases. CMN treats children with diseases and illnesses such as cancer, pediatric AIDS, muscular dystrophy, heart disease, leukemia, and accident trauma, to name a few. “Helping Local Kids” is our motto, because every dollar raised goes directly to support research and training, purchase equipment, and most importantly pay for uncompensated care.

Since 1983, Children’s Miracle Network Hospitals:

- Fundraised more than $5 billion dollars
- Built a network of 170 children’s hospitals across North America
- Treat 32 million children each year

Knight-Thon proudly fundraises for The Greater Orlando Children’s Miracle Network Hospitals which is comprised of Shands Children’s Hospital, Arnold Palmer Hospital for Children, and the NICU of Winnie Palmer Hospital for Women and Babies right in our local community. Working together, Arnold Palmer Hospital for Children and Winnie Palmer Hospital for Women & Babies are the largest facilities dedicated to children and women in the United States.

MIRACLE FACTS

- Arnold Palmer Hospital is ranked 5th out of 5,000 hospitals nationwide for patient care.
- Winnie Palmer Hospital, the nation’s 4th largest NICU center, has one of the highest survival rates of critically ill newborns in its Neonatal Intensive Care Unit.
- Cancer is the number one disease-killer of children in the United States under the age of 15.
- Each year approximately 40,000 babies are born in the United States with a congenital heart defect. Thousands will not reach their first birthday and thousands more will die before they reach adulthood.
<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>6 Blood Pressure Kits</td>
<td>$270</td>
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<tr>
<td>Two Red Wagons</td>
<td>$500</td>
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<tr>
<td>One Week At Spina Bifida Camp</td>
<td>$700</td>
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<tr>
<td>Portable Suction Unit</td>
<td>$1000</td>
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<tr>
<td>Hippotherapy For A Year (Horseback Physical Therapy)</td>
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<tr>
<td>One Year Of NICU Pacifiers</td>
<td>$2000</td>
</tr>
<tr>
<td>Send 2 Kids To Diabetes Summer Camp</td>
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<tr>
<td>2 Bipap Machines</td>
<td>$3200</td>
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<tr>
<td>Broselow Emergency Code Carty</td>
<td>$3900</td>
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<tr>
<td>Infusion Pump (For precise dosage of antibiotics)</td>
<td>$4400</td>
</tr>
<tr>
<td>Distraction Station To calm Kids Before Procedures</td>
<td>$5000</td>
</tr>
<tr>
<td>3 Diaper Scales</td>
<td>$6000</td>
</tr>
</tbody>
</table>
What Can Your Money Buy?

- 6 Infant Web Cameras: $7200
- Blanket Warmer: $8300
- NICO Diapers for 6 Months: $10,850
- Pediatric Power Cot: $14,400
- Bronchoscope (Used to view airways and lungs): $2000
- NICU Diapers For A Year: $21,700
- NICU Incubator: $40,000
Meet Grace Braswell. On May 3rd, 2008, Grace was born without hands or feet. Her parents were aware of this before she was born; however, they did not know she would be born with stage IV renal failure with kidneys that were well underdeveloped and cystic. The doctors told them Grace had only a 50/50 chance of making it to her first birthday. To have a chance to keep Grace alive, they needed to get her to 20 pounds so she would be able to receive a kidney transplant.

Throughout the lengthy process of getting Grace healthy, her parents remained positive, resolving to have the attitude that she would live. During the first couple years of her life, Grace went through 11 hospitalizations, four trips to the ER, and four surgeries at Shands Children’s Hospital at UF. After two years of managing the kidney disease, Grace was able to receive a kidney transplant.

Grace received an adult sized kidney from a 17-year-old young man. Grace’s Transplant surgery was her first time being treated at Shands Children’s Hospital and she was there for 21 days due to post-surgical complications. After the transplant she developed a complete bowel obstruction that required another surgery to shift all of her abdominal organs to one side and make room for her large new kidney.

At 18 months old, she had a feeding tube inserted. This was her primary method of nourishment until soon after her transplant when she began to eat food by mouth. The feeding tube was finally removed in May of 2012 after 3 ½ years of use. She has made such amazing progress.

She is now 6 years old and going into the first grade. She loves school and is doing wonderfully. She loves to play on the playground and ride her bike. She is an excellent reader and loves to be surrounded with books. She has also begun taking dance classes recently and really enjoys it. She is a great big sister to her little sister, Jordyn. They play together a lot and Grace always wants to teach her things and make her laugh.
Miracle Children

“For The Kids’ is a very simple phrase, but at UCF it is a movement that no Knight should miss out on.”

-Morgan Snyder, Former Panhellenic President
Why Become A Partner?

Knight-Thon presents a unique opportunity for your company to market to the second largest university in the nation with nearly 60,000 students uniting together for our event. Your business will build your brand within the UCF area while supporting kids in our local community.

As one of the most highly visible organizations on campus, Knight-Thon increases the visibility and recognition of your company with our extensive network of supporters.

Our outreach expands beyond our campus grounds as we actively participate in the Orlando community events throughout the year building support and generating overall excitement for our big event. A partnership with Knight-Thon will not only benefit your company, but it will more importantly help the children at Shands Children’s Hospital, Arnold Palmer Hospital for Children, and the NICU of Winnie Palmer Hospital fight their illnesses each day. Join our movement and be “For The Kids.”

Knight-Thon is quintessential to the UCF experience, and a cause to truly make a difference and have an impact in the greater Orlando community. Throughout my three years of being involved in Knight-Thon, I have stood for a total of 54 hours For The Kids, but it goes much farther than that. Knight-Thon is something that I will always want to come back to and be involved with as long as I am a UCF Knight.

-Weston Bayes, UCF SGA President

BEING A SPONSOR OF KNIGHT-THON EXPOSES YOU TO:

- 20 Hour Dance Marathon
- 22 Special Event Fundraisers
- 1,000 Engaged Student Participants
- 23 Fraternity and Sorority Organizations
- 45 Participating Student Organizations
- 60,000 Students at the University of Central Florida
- 40,569 Facebook views during the event weekend
- 47% Increase in Facebook views from 2013-2014
- 1,000 shirts printed with the sponsors’ logo last year
- 5,500 Online Supporters
“As a volunteer at Arnold Palmer Hospital and seeing what these families face on a daily basis, my problems seem smaller than ever before and my appreciation for life is redefined. I feel so blessed to be a member of this group of passionate, high-spirited, young individuals.”

-Katie Waser, Former Knight-Thon Communications Director and APH Volunteer
Corporate Incentives

Sponsorship Levels

**Friends of Knight-Thon**

$650-$999

- Tax benefits 501 C3 status
- Certificate of Recognition
- Promotional marketing items in 1000+ participant bags
  - Complimentary Knight-Thon t-shirt
- Small company logo and link displayed on Knight-Thon website
  - Small company banner displayed at event
  - Small company logo in newsletter
  - Small company logo on event t-shirt
- 1 Social media shout out
- 2 Hour VIP tabling at event
- Group picture with a Miracle Child
- Company ad on a scrolling slideshow on TV’s throughout the arena

**Bronze Knight**

$1,000-$2,999

- All Friends of Knight-Thon sponsorship level benefits
- 30 second commercial OR 30 seconds of stage time
- Large company logo and link displayed on Knight-Thon website
  - Large company banner displayed at event
  - Large company logo in newsletter
  - Large company logo on event t-shirt

**Silver Knight**

$3,000-$4,999

- All Bronze Knight sponsorship level benefits
  - 4 Hour tabling at event
- Title Sponsor of premiere space (crash4cash, study zone, charging station, massage station, walking station, photo booth, gaming area)
- 2 Social media shout outs
- Company logo included in all emails sent to dancers
Sponsorship Levels cont.

**Gold Knight**
$5,000-$6,999
- All Silver Knight sponsorship level benefits
- 60 second commercial OR 60 seconds of stage time
- Large advertisement on a king size bed sheet
  - Personal miracle child
  - Check presentation

**Platinum Knight**
$7,000-$8,999
- All Gold Knight sponsorship level benefits
  - Corporate floor pass
- Logo included in all Knight-Thon flyers and palm cards
  - 6 Hour tabling at event
  - Miracle Child Art
- Tour of Arnold Palmer Children’s Hospital and Winnie Palmer Center for Women and Babies

**Miracle Knight**
$10,000 +
- All Platinum Knight sponsorship level benefits
  - Title Sponsor
- Logo placement in all Knight-Thon social media videos
- Recognition in opening and closing ceremonies
  - Plaque stating official sponsorship
  - Ad on the Jumbo Tron
“Knight Thon was a great partnership opportunity for Spotify. We loved working with the team to help enhance the music experience at the event, while supporting an incredible cause in greater Orlando.”

-Luke Moseley for Spotify

“I am grateful to have seen Knight-Thon grow for the past eight years as a participant and now corporate sponsor. I believe that as a student you do not see your potential until you get involved; and as a business, you truly do not see it’s potential until you use it to better your community.”

-Arti Bagga, Radisson Hotel
Partnership Benefits

Corporate Floor Pass
Four representatives from your business are welcomed to attend our event for up to 4 hours including a tour of our venue. This is a great opportunity to meet our dancers and market your business while enjoying our event.

Additional Advertising at One Event
Throughout the year Knight-Thon hosts several special events and fundraisers. Your business may choose one additional event to attend, as well as table and advertise to the students.

Company Link and Bio on Our Website
We will display your company biography, logo, and link to your website on knight-thon.com under the Sponsorship tab.

Name on the Event T-shirt
Your company logo will be printed on the event t-shirt that will be given to more than 1,000 participants. These shirts will be worn across the UCF campus and throughout Orlando community.

Tabling at Knight-Thon
We will provide your business with the opportunity to table and market your company to our participants and visitors the day of Knight-Thon. A schedule will be provided and your company may choose a time slot on a first come first serve basis.

Introduce a Miracle Child at the Event
Each hour at Knight-Thon a Miracle Child shares the story of their experiences with at Children’s Miracle Network Hospitals in which they were treated. Your company has the privilege of introducing one of our Miracle Children to the audience of dancers.

Logo on Promotional Participants T-shirts
If your company chooses to sponsor Knight-thon before September 15, 2014 your logo will be printed on the participant’s shirts that are worn throughout the year to advertise for Knight-Thon.

Promotional Video and Short Speech
A video provided by your business will be played on the jumbotron at the event. Also, you may address the participants and promote your business with a 3-5 minute speech before your video plays.

Theme Hour Sponsor
Every hour of Knight-Thon has a different theme (country hour, CMN hour, rave hour, etc.) This incentive will give your business the opportunity to present and sponsor the theme hour. For example, “CMN hour presented by ______”

Personal Miracle Child
Each team is paired with a Miracle Child which motivates them to fundraise throughout the year and have the opportunity to interact with them at Knight-Thon. Your business will have the privilege of being paired with your own Miracle Child to learn even more about their experience and the cause.

Title Sponsor of the Event
The first business or company to donate $15,000+ will officially be named the Title Sponsor of Knight-Thon 2015. This opportunity is only given to one company. All fundraising efforts this year will be presented by this company in addition to the event.
Thank You For Your Interest!

We are looking forward to working with you and your business. Please contact Grace Gibson with your questions or concerns.

Grace Gibson
Director of Partnerships
Knight-Thon Executive Board 2014-2015
University of Central Florida
321.615.7672
ktpartnership@ucf.edu
www.knight-thon.com