



UNIVERSITY OF SOUTH CAROLINA DANCE MARATHON

USC DM

PARTNERSHIP OPPORTUNITIES



ABOUT US

USC Dance Marathon (USCDM) is the largest student-run philanthropic organization in South Carolina, supporting **Prisma Health Children's Hospital – Midlands**, the state's largest freestanding children's hospital, serving over 150,000 children annually.

Our efforts benefit the hospital's Child Life Program, treatment education initiatives, and ongoing emotional and financial support for patients and their families. These resources help ensure that every child receives not only the best possible medical care but also the compassion and support they need during their hospital journey.

USCDM 2025 BY THE NUMBERS

Over
13,000
Donors

\$652,928
raised in 2025

1,655
Participants

92 Registered
Teams

Over
\$9 million
raised since 1998

28
Years
Strong

GENERAL BENEFITS

- Connection with hundreds of college students
- Exposure through our brand connection
- Workforce development opportunities

SPONSORSHIP LEVELS

MAIN EVENT: Saturday, February 21, 2026, 9am-11pm

Community Partner: \$1,000

- Social Media Recognition
- Company recognition at Main Event
- Company name on USCDM website
- Access to USCDM Sponsor Newsletter

Brand Partner: \$2,500

All Community Partner incentives plus:

- Company name and logo on participant t-shirts
- Company name and logo on USCDM website
- Vendor Access for fundraising events

Engagement Partner: \$5,000

All Brand Partner incentives plus:

- Promotional item table at Main Event
- Sponsor a matching hour on a fundraising push day

Visibility Partner: \$7,500

All Engagement Sponsor incentives plus:

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

Silver Spur Partner: \$10,000

All Visibility Sponsor incentives plus:

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

Garnet Gold Partner: \$15,000

All Silver Spur Sponsor incentives plus:

- Speak on stage at Main Event
- Company information on all donor thank you emails and letters (approx. 13,000 donors)

Presenting Partner: \$25,000

All Garnet Gold incentives plus:

- Name and logo on ALL USCDM Initiatives
- Check presentation on stage at Main
- Logo on all dancer packets distributed the week before Main Event

SPONSORSHIP INCENTIVES

Sponsor Benefits	Presenting Partner \$25,000	Garnet Gold Partner \$15,000	Silver Spur Partner \$10,000	Visibility Partner \$7,500	Engagement Partner \$5,000	Brand Partner \$2,500	Community Partner \$1,000
Social Media and Main Event Recognition							
Vendor Access for USCDM Fundraising Events							
Name and Logo on Participant T-Shirts							
Sponsored Matching Hour							
Promotional Item Table at Main Event							
Logo on Main Event Banner + Sponsored Activity							
Sponsored "Power Hour" During Main Event							
Logo at the Student Union Building							
Invitation to Speak on Stage at Main Event							
Company Info on all Donor Thank you Emails/Letters							
Logo on all Participant Packets							
Check Presentation on stage at Main Event							

WHY WE DANCE

USCDM dances for our 17 miracle kids and all the other children at Prisma Health Children's Hospital-Midlands. These kids are the foundation and purpose of USCDM.

Jayne Walker



Joelle White



Tap Priester



Lila Mozingo



Together, we
can change
kids' health
and change
the future.

Zoe Tipping



Emma Caulder



Ellington Hewitt



Briana Allen



CONTACT US

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

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