



SEPTEMBER 21, 2019



2019 PARTNERSHIP OPPORTUNITIES



KICKOFF TO KINNICK 5K

KICKOFF TO KINNICK 5K is a run/walk finishing on the 50 yard line of historic Kinnick Stadium in Iowa City, Iowa. Established in 2014, K2K benefits the University of Iowa Dance Marathon.

HIGHLIGHTS:

- More than 5000 participants!
- Race finishes ON THE FIELD of historic Kinnick Stadium
- High quality super soft race t-shirt for all those registered
- Unique finisher's medals for all those completing the 5K
- Race pictures inside the stadium
- Post race tailgate with free food & drinks
- All proceeds go to UI Dance Marathon

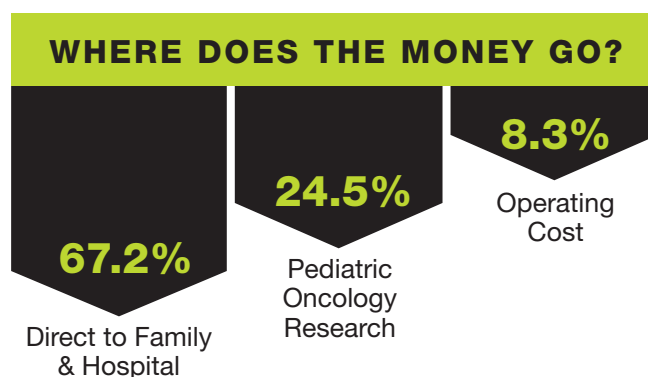

































The **UNIVERSITY OF IOWA DANCE MARATHON** is a student organization that creates and sustains special projects to provide emotional and financial support for pediatric oncology and bone marrow transplant patients and their families treated at University of Iowa Stead Family Children's Hospital. The organization is a year-round endeavor, hosting many events each month including family events, fundraising and Dancer events, and the Big Event, a 24-hour Dance Marathon where thousands of students assemble to celebrate the children survivors, remember the children who have passed away, and to fight to defeat pediatric cancer. In the 24 year history, UIDM has raised \$24,548,226.00 all For The Kids (FTK)! Your support plays an integral part in our ability to provide for the inspiring kids and families. **dancemarathon.org**



WITH YOUR PARTNERSHIP, WE CAN MAKE AN IMPACT

By partnering with Kickoff to Kinnick, not only will your business gain exposure throughout the community, but you can also join the fight against Pediatric Cancer. 100% of your donation will go to the **University of Iowa Dance Marathon** and to the projects they fund to provide financial and emotional support for families treated at the Stead Family Children's Hospital.



PARTNERSHIP BENEFITS	TITLE \$35,000	PRESENTING \$25,000	GOLD \$15,000	BLACK \$10,000	KICKER \$7,500	HAWK \$5,000
DEDICATED SPEAKER AT START CEREMONY						
K2K LOGO / BRAND INTEGRATION						
FIRST START CORRAL PRIORITY FOR TEAM						
DESIGNATED TEAM AREA						
LOGO ON START & FINISH TRUSS						
LOGO ON EVENT SHIRT						
LOGO ON KINNICK JUMBOTRON						
TAX DEDUCTIBLE 501(c)(3) CONTRIB.						
MENTIONS IN SOCIAL MEDIA POSTS	50	50	25	15	10	5
COMPLIMENTARY RACE ENTRIES	30	20	15	10	8	5



Thank you for taking the time to learn more about
Kickoff to Kinnick and University of Iowa Dance Marathon.
Please direct any questions you may have to:

Kinnick to Kinnick Founder:
Brian Watts - brian@wattsgroup.com

UI Dance Marathon Sponsorship Director:
Jack Morgan - dm.sponsorship@gmail.com