



Sponsorship Packet 2019-2020



Shriners Healthcare
for Children™ — Florida

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Welcome to the BFK Family!

Dear Potential Sponsors of Bulls for Kids,

Thank you for taking the time to consider supporting Bulls for Kids! Bulls for Kids, otherwise known as BFK, is an organization at the University of South Florida that raises money for Shriners Healthcare for Children- Florida. BFK is made up of a group of diverse student leaders that are working toward the same goal, raising money for the kids.

We would like to offer your company the fantastic and unique opportunity to be apart of our year long movement! By joining us, you will be able to expose your company to the 60,000+ students that attend USF and the Tampa Bay community. Additionally, your generous sponsorship will directly affect the children that are receiving orthopaedic care at Shriners Healthcare for Children- Florida.

The big event where we celebrate our year long fundraising efforts is Dance Marathon. It is a 12+ hour event where we stand for the kids that can't. Many activities occur during this event including an escape room, patient stories, games, door prizes, competitions and so much more. At the end of the event we announce the amount raised from the entire year. Last year we raised almost \$150K and this year we are hoping to hit \$200K!

This packet includes a breakdown of the different types of sponsorships we are seeking, descriptions of our events, our sponsorship benefit levels and some contact information for further steps. BFK offers many sponsorship benefit levels that can be customized to your company. We invite you to join us and create positive change in the lives of these children!

Always For the Kids,

Mike Kang
2019-2020 BFK Sponsorship Director

Bulls For Kids

at the University of South Florida

Benefitting Shriners Healthcare for Children - Florida, 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 February 29th, 2020. 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!



2019 Dance Marathon
Bulls For Kids raised \$146,532.78 FTK!

Total Amount Raised (2004-2019): \$920,849
Total Involvement Hours (2004- 2019): 16,000+
Amount revealed at Dance Marathon 2019: \$175,470
Average Amount Fundraised by each Participant (2018-2019): \$102.69
Number of Registered Participants (2018-2019): 988
Total Number of BFK Members (2018-2019): 100+
Number of Executive Board Members (2018-2019): 21
Total Raised by Mini DM Program (2018-2019): \$30,818.76
Total Number of Mini DM Programs (2018-2019): 3
Facebook Likes: 2,320
Instagram Followers: 1,051

Bulls For Kids
By The Numbers



Shriners Healthcare For Children – Florida

Shriners Healthcare for Children – Florida 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 Healthcare for Children – Florida 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 Healthcare for Children – Florida treats children from birth through age 18.

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

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, osteogenesis 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 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.

A Year Long Movement

Below are descriptions of some of our big events that we have throughout the year. For more information about all of our events and dates, please go to our website at www.bullsforkids.org!

2019-2020 Event Preview

Event

Description

Fraternity and Sorority Week

This week is to encourage fraternities and sororities to join the year long movement that is Bulls for Kids. This week includes Giveback Nights, Talent Shows, Sports competitions and so much more!

Fundraising Push Day

This event is to allow members of the USF community to connect to our dancers/participants and with fundraising through tabling in the community, selling everything from doughnuts to pizza at locations around campus, collecting change all day, and many other fundraising projects.

Fall Fest

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.

5K Run

This event is to allow members of the USF community to connect to our patient families from Shriners and fundraise through a 5K Run on the USF Campus.

Dance Marathon

Our end of the year event which 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

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.

What does your donation mean to BFK?

Want to know what know how your kind donation helps? Each donation is different and can help in a variety of ways, here are a couple of ways your donation benefits Bulls for Kids.

Food donations help to feed the many participants that come out to our events and also the patients and their families as well!

Monetary donations all go directly to the hospital and help Shriner's have the money to buy new life saving technology that will change these kids' lives free of cost to the families

In-kind donations like tickets to an amusement park are used as door prizes to get people in the community to join the year long movement!



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.

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. To learn more about all of the events we host throughout the year, go to our website at www.bullsforkids.org

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.

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 February 29th, 2020.

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.

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	✓	✓	✓	✓
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		✓	✓	✓
Logo Presentation in Sponsorship Video Posted on Social Media			✓	✓
Bulls For Kids and Shriners Thank-You Gift Basket				✓

If you would like to become a year long sponsor of Bulls for Kids, you will receive all of the benefits highlighted in the FTK Club Level column!

What's Next?

Want to send love to the rescue? Want to help us raise tons of money For the Kids? Then reach out to one of the people down below and they will be able to get you started and answer any questions you may have!

Michael Kang

Sponsorship - Partnership Director
bfkpartnership17@gmail.com
813-522-0964

Sydney Bass

VP of Business
bfkvpbusiness@gmail.com
407-256-4886

Check us out at www.BullsForKids.org or on our social media pages!

Facebook: @BullsForKids

Instagram: @BullsForKids

Twitter: @BullsForKids



A Thank You to Our 2018-2019 Sponsors

American Campus Communities

Aramark

Best Choice

Boston Market

Chicken Salad Chick

Ciccio Cali

Core Power Yoga

Dali Museum

Enso Clinic

Express Oil Change

Four Rivers

Gators Dockside

Gregory Veterinary Clinic

Jet Blue

Jimmy Johns

Krispy Kreme

LegoLand

Mission BBQ

Mosi

Oriental Trading Company

Otterbox

Oxford Exchange

Panera Bread

Papa Johns

Phillip and Patricia Frost

Picaboo

Publix

Red Bull

Rolling Oats

Samaria Cafe

SeaWorld Orlando

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