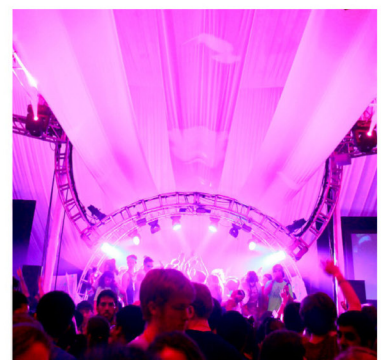




Northwestern University **Dance Marathon** Corporate Proposal



What is Dance Marathon?

Northwestern University Dance Marathon (NUDM) is one of the largest student-run philanthropies in the nation and one of Northwestern's oldest traditions. The 2011-2012 academic year marks the 38th annual Dance Marathon. This past year alone, Dance Marathon raised a milestone amount of over one million dollars for The Children's Heart Foundation. Since 1975, Northwestern students have planned and executed Dance Marathon, raising more than \$12 million for 31 beneficiaries through their efforts.

Each year, Northwestern Dance Marathon prides itself on its ability to unite nearly 1,500 students in a yearly commitment of fundraising, volunteering and publicizing for a chosen beneficiary. In the fall, students pledge to raise a minimum of \$800 and take on the physical challenge of dancing for 30 hours straight for a selected cause. At the end of our yearlong efforts, more than 15,000 students, faculty, family and community members unite under a single roof to raise money, show support for our dancers, and honor our beneficiary.

During the weekend of Dance Marathon, more than 15,000 Northwestern University students, faculty members, and visitors converge upon Northwestern's Norris Center. While nearly 1,000 students come together after months of hard work to dance all night, all day, and all night again, thousands of supporters drop by to watch, offer encouragement, and take part in the DM events held throughout the weekend. Nearly 10,000 more participate online by watching our 30-hour live stream at www.nudm.org.

NUDM 2012 Beneficiaries

Primary Beneficiary: The B+ (Be Positive) Foundation

The B+ Foundation funds medical research for childhood cancers and improvements in chemotherapy. The Foundation recently gave a grant to fund a High-Throughput Screening device, which will accelerate the drug-discovery process to develop new chemotherapy treatments and, ultimately, a cure for childhood cancer.

As well as supporting the latest in research and innovative technology, The B+ Foundation provides financial support to families of children with cancer. Since 2007, The B+ Foundation has provided over 500 families in more than 43 states with almost \$600,000 in their time of greatest need.

Secondary Beneficiary: The Evanston Community Foundation

The Evanston Community Foundation is a publicly supported philanthropic organization dedicated to enriching Evanston (our hometown) and the lives of its people, now and in the future. The Foundation builds and manages its own and other community endowments, addresses Evanston's changing needs through grant-making, and provides leadership on important community issues.

Past Successes

In addition to the millions of dollars contributed to 24 other beneficiaries in our history, here are some recent totals.

2011 | CHF/ECF - \$1,019,130

2009 | Project Kindle/ECF - \$917,834

2010 | StandUp for Kids/ECF - \$854,396

2008 | Bear Necessities/ECF - \$933,855

Why become a sponsor?

Dance Marathon's **Corporate Relations Program** will connect your company with one of Northwestern University's oldest and largest traditions. As one of the most highly visible organizations on campus and the surrounding community, supporting DM increases the visibility and recognition of your company with our extensive network of supporters. Dance Marathon is one of the university's most beloved traditions, enjoying nearly universal name recognition, administrative support, and school pride.

A partnership with Dance Marathon allows us to create effective, innovative opportunities for each of our corporate sponsors. We will seek to strengthen your company's presence and visibility on our campus and in the Chicagoland area by providing support and exposure to our extensive DM, Northwestern, and Chicago communities. Whether your participation comes as a monetary, product, or in-kind donation, it will be paired with a customized package of sponsor benefits, all of which are outlined in this guide.

Every year, the annual Dance Marathon draws in not only Northwestern students, but also more than 15,000 supporters, faculty, family, and community members throughout the 30-hour event. Our outreach expands as we engage our entire campus and the surrounding Evanston community throughout the year to build up excitement and support for our event. In past years, our publicity has reached over 200,000 people. A partnership with Dance Marathon will not only benefit your company and our organization, but it also will ultimately and more importantly allow our beneficiary, The B+ Foundation, to reach even more families affected by childhood cancer. Join our tradition, join our community, and join the battle against childhood cancer. Join DM 2012.

Dance Marathon By The Numbers

Donating to Dance Marathon exposes you to:

500 Committee Members

1,000 Dancers

1,621 Twitter Followers

2,000 Parents

500+ Media Sources producing **2,000+** articles and videos since 2000

6,412 YouTube Upload Viewers

8,500 Northwestern Students

10,130 Facebook Fans

10,811 Unique Website Visits during DM Weekend / **360** per hour

200,000 Community Members

2,000,000 Yearly Website Views

2011 Sponsorships

Coke | Apple | Groupon | UPS | Urban Outfitters | Kaplan | Clear Channel | CBS
Paramount | Time Out Chicago | Blue Man Group | KISS FM
Blue Cross Blue Shield | Goldman Sachs

Thanks to the generous support of our donors, nearly one third of our final million-dollar total came from corporate sponsorship.

Corporate Benefits

Benefits	Purple Circle \$500	Wildcat Club \$1,500	V.I.P. \$3,000	Honorary Dancer \$8,000	120 Hour Club \$12,000	B+ Hero \$20,000
Name on Sponsor Page on Website	B+	B+	B+	B+	B+	B+
VIP Pass	B+	B+	B+	B+	B+	B+
Promotional Materials in Dancer Gift Bags	B+	B+	B+	B+	B+	B+
Company Logo on Projection Panel	B+	B+	B+	B+	B+	B+
Banner	B+	B+	B+	B+	B+	B+
Promotional Items at Event	B+	B+	B+	B+	B+	B+
Recognition in all Publications		B+	B+	B+	B+	B+
Scrolling Web Ads		B+	B+	B+	B+	B+
Company Name or Logo on Parent Newsletter			B+	B+	B+	B+
Company Name or Logo on Alumni Newsletter			B+	B+	B+	B+
Emcee Ad			1/3 page	1/2 page	1 page	2 ads
Special Event Title Sponsor				B+	B+	B+
Video on Website				B+	B+	B+
Sponsorship Announcement				B+	B+	B+
Event Commercials				1	2	3
Tribune					B+	B+
Block Sponsor					B+	B+
T-Shirt					B+	B+
Week-Long Banner						B+
Title Sponsor*						B+

*Must be an entirely cash donation.

Benefit Descriptions

Title Sponsorship

This entails incorporation of the company name into the DM logo for the entirety of DM 2012. The new logo will appear on the website and on all merchandise, literature and advertisements. This will only be extended to the first company to donate at this level.

Week-Long Banner

Your company name or logo will be printed on a large banner hung at the highest traffic area on campus, our Norris Student Center.

Block Sponsorship

Dance Marathon is broken up into ten three-hour blocks and we will name one block after the sponsor. The block sponsor will be recognized as such in any DM materials regarding that block and will be interwoven throughout DM during those three hours.

Event Commercial

We will play a 30-second commercial/video that you provide on the projection screens during DM.

Sponsorship Announcement

Your generous support will be individually recognized with a special announcement in front of all of our participants, visitors, and viewers streaming the event online around the country.

Special Event Title Sponsor

DM puts on several special events throughout the year leading up to the main event in March, ranging from trivia to campus-wide cooking competitions. We offer one Title Sponsorship per special event. The sponsor will have its name incorporated into the logo of the special event and will have a major presence at the event itself.

Emcee Ad

You will be recognized in our official NUDM publication, which is disseminated to all dancers, visitors, alumni, and administration. The magazine is also posted online for all members of the DM community around the country. We provide space for one-third, one-half, or full-page ads depending on the sponsorship level.

Alumni Newsletter

Your sponsorship will be recognized on our DM alumni listserv, which contains thousands of Northwestern alumni.

Parent Newsletter

Your sponsorship will be recognized on our DM Parent Newsletter, which contains thousands of Northwestern parents.

Scrolling Web Ads

Sponsors at this level will be given the opportunity to place a customized ad on our DM web page that scrolls with other ads of sponsors at this level.

Recognition in All Publications

Sponsors who receive this benefit will be recognized in all DM-produced publications, and we will put out a press release to all of our media partners, including the Chicago Tribune, about this sponsorship.

Company Logo on Projection Panels

Your company name or logo will scroll across our projection panels at certain times during the event.

Name on Website

Your support will be recognized on our Dance Marathon website, NUDM.org, which receives on average 2,000,000 views annually. Your name or logo will remain on the site until well after Dance Marathon weekend.

ANDREW McDONOUGH



FOUNDATION

How To Donate

Northwestern University Dance Marathon

Northwestern University Dance Marathon is a 501 (c) (3) non-profit agency, and the value of any donated items(s) is (are) tax deductible to the extent allowed by law.

More than 97 percent of all funds raised by NUDM will go directly to **The B+ (Be Positive) Foundation** and the **Evanston Community Foundation**. 90 percent of the funds distributed will go to the B+ Foundation and 10 percent will go to the Evanston Community Foundation. Northwestern University Dance Marathon accepts both monetary and product donations.

Monetary donations are the most useful to Dance Marathon: Monetary donations allow NUDM to maximize the direct contributions to our beneficiaries, The B+ Foundation and the Evanston Community Foundation.

Product donations are also greatly appreciated: Product donations are used to help us reduce our costs, motivate our participants to fundraise more, and as a secondary method of fundraising through auctions and raffles. However, product donations have a more indirect route towards benefiting B+ and ECF. For this reason, monetary donations, when possible, are strongly preferred.

If you would like to donate to NUDM, please fill out a brief online donation form on the corporate page of our website, **www.nudm.org/corporate**, and mail your donation to us at :

Northwestern University Dance Marathon
1999 Campus Drive Box #50
Evanston IL 60208
P: (773) 980-NUDM (6836) | F: (847) 467-1043 | nudm.org

For questions concerning NUDM or donation options, or for more information, please contact the NUDM Corporate Relations Chairs directly:

*corporate@nudm.org
Sarah Rosenak: (847) 791-6443
Jonathan Schwartz: (954) 801-9146*