



NORTHWESTERN UNIVERSITY
CORPORATE
PACKET
DANCE MARATHON



WHAT IS NUDM?

NORTHWESTERN UNIVERSITY DANCE MARATHON, one of Northwestern University's oldest and most beloved traditions, is one of the largest and well-established student-run philanthropies in the nation. Every year in early March, more than 1,000 students dance for 30 consecutive hours to raise money for various charitable organizations.



SINCE ITS FOUNDING IN 1975, NUDM has raised over **\$21 MILLION** for over 38 different beneficiaries thanks to support and sponsorship from around the world. **LAST YEAR ALONE**, despite the NUDM community being separated due to COVID-19, NUDM raised **\$675,000** dollars to support Compass to Care, an organization working to mitigate the financial impact of the Covid-19 pandemic by ensuring safe, protected and free travel to-and-from cancer treatment for patients and their families. This **March 4-6, 2022**, more than 1,000 dancers will come together to support Chicago Youth Programs..

PAST SUCCESS

2016:	2017:	2018:	2019:	2020:	2021:
\$1.20M	\$1.25M	\$1.17M	\$1.14M	\$1.03M	\$675K
BLESSINGS IN A BACKPACK	GIGI'S PLAYHOUSE	CRADLES TO CRAYONS	COMMUNITIES IN SCHOOLS OF CHICAGO	CHILDREN'S HOME AND AID	COMPASS TO CARE

OUR BENEFICIARIES



To learn more visit:

<https://chicagoyouthprograms.org/>

CHICAGO YOUTH PROGRAMS (CYP) is a nonprofit organization striving to improve the life opportunities and health of youth in low-income neighborhoods, primarily on the south and west sides of Chicago, through long-term academic, emotional and mental support. CYP promotes the broad development of cognitive, behavioral and social capabilities for youth navigating a wide variety of societal inequities. NUDM's grant will help to further develop and expand CYP's services on the west and south sides of Chicago, including but not limited to early literacy programming, academic tutoring, crisis intervention, and restorative justice programming.

18,000+

**YOUTH SERVED IN ALL
PROGRAMS**

1,600

**YOUTH SERVED IN
COMPREHENSIVE MODEL**

37

YEARS ACTIVE

evanston!communityfoundation

To learn more visit:

evanstonforever.org

THE EVANSTON COMMUNITY FOUNDATION has been a partner with NUDM since 1997. Their mission is to help Evanston thrive now and forever as a vibrant, just, and inclusive community. The organization provides grants that will support people on the path to better futures and provides leadership on important community issues. The ECF also established the Evanston Community Rapid Response Fund to foster a unified philanthropic response to address the impact of COVID-19 and its economic consequences.

JOIN OUR FAMILY

NUDM'S CORPORATE RELATIONS program will connect your company with one of Northwestern University's oldest and most beloved traditions. Through NUDM's national community and international reach, your company will gain visibility and recognition not only in the Chicagoland area, but across the country.

PARTNER WITH NUDM and reach **MORE THAN 200,000 PEOPLE** in the Northwestern, Evanston and Chicago communities.

ENGAGE YOUR BRAND with Northwestern and ingrain yourself into the fabric of a prestigious university on the forefront of academic progress.

BY THE NUMBERS

2,000+
STUDENTS
INVOLVED

10,000+
LIVESTREAM
VIEWS

68,000+
WEBSITE VIEWS

\$113,966
RAISED IN SINGLE
24-HOUR PERIOD



WHY DO WE NEED YOUR HELP?

WE HAVE **NO BUDGET** FOR FOOD FOR OUR NUDM EVENTS AND LIMITED FUNDRAISING ABILITIES THIS YEAR



FOOD HELPS US

- MOTIVATE, ENERGIZE, AND IMPROVE THE HEALTH OF OUR DANCERS IN THE TENT!

ALCOHOL HELPS US

- ALCOHOL ALLOWS US TO ENTERTAIN OUR GUESTS AT FUNDRAISERS AND INCREASE DONATIONS TO OUR BENEFICIARIES



DONATING HELPS YOU

- ACCESS A NETWORK OF NORTHWESTERN ALUMS
- CREATE BRAND ASSOCIATION WITH THE POSITIVE-CHANGE NUDM ATMOSPHERE AND OUR BENEFICIARIES

HOW TO DONATE TO NUDM

NUDM is dedicated to helping companies recover from the impact of COVID-19. Sponsorships has contingencies prepared to ensure our relationship is mutually beneficial despite the uncertain future. Please feel free to contact us with any questions.

sponsorships@nudm.org

Sonia Bhattacharyya: (617) 834-8788

Ian Myers: (205) 910-8017

Northwestern University Dance Marathon

1999 Campus Drive, Office E

Evanston IL, 60208

P: (773) 980-NUDM (6836)



Northwestern University is a 501(c)(3) public charity. Northwestern University Dance Marathon is a recognized student group of Northwestern University. 90 percent of the funds raised will go to Chicago Youth Programs and 10 percent will go to the Evanston Community Foundation (ECF). Although NUDM accepts both monetary and product donations, monetary donations are the most useful; allowing NUDM to maximize the direct contribution to Chicago Youth Programs and the Evanston Community Foundation. Furthermore, through our Peer to Peer fundraising campaign, companies can match dancer donations over a particular timeframe and gain recognition for each donation, of which there are over 10,000 each year.