



CORPORATE PACKET



NORTHWESTERN UNIVERSITY

# DANCE MARATHON

Dance Marathon is one of Northwestern University's oldest and most beloved traditions, as well as one of the largest and most well-established student-run philanthropies in the nation. This year March 29-30, hundreds of students dance for 15 consecutive hours to raise money for various charitable organizations. In honor of our 50th year, we strive for unprecedented impact, creating the perfect environment for our corporate partnerships to thrive more than ever.



50 YEARS  
**\$21M**  
DIRECTLY TO FAMILIES

**NUDM'S CORPORATE RELATIONS** aims to connect your company with one of Northwestern University's oldest and most beloved traditions.

Access NUDM's notable alumni and 10,000+ follower reach, so your company will gain visibility and recognition not only in the Chicagoland area, but across the country.

Engage your brand with Northwestern and ingrain yourself into the fabric of a prestigious university on the forefront of academic progress.

Our 50th Year Beneficiaries Are...

# THE RONALD MCDONALD HOUSE CHARITIES OF CHICAGOLAND & NORTHWEST INDIANA



RMHC-CNI provides families with a “home away from home,” allowing children to access the highest-quality medical care with their families nearby. NUDM’s grant will allow Ronald McDonald House Charities of Chicagoland and Northwest Indiana to expand their reach, serving tens of thousands of families across their five in-hospital programs.

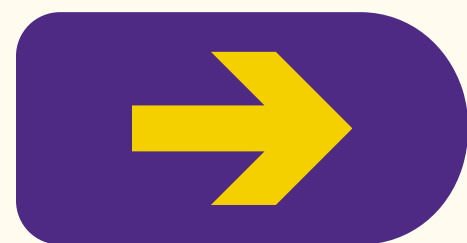


and

# THE EVANSTON COMMUNITY FOUNDATION



ECF has been an NUDM partner for 27 years. By working with social justice-oriented local organizations and businesses, ECF helps Evanston thrive now and forever as a vibrant, just, and inclusive community.



# MEET HENRY

**RMHC-CNI in 2022**

**11,301**

Children served

**\$8.5m**

Saved by families

"Six years ago, when my son Henry was born, we didn't know if he was going to make it. **Ronald McDonald House Charities of Chicago and Northwest Indiana stepped in** and gave my wife and me a room to sleep and shower in throughout Henry's stay in the NICU so that **we never had to leave his side.**"

**MATT DEUTSCHMAN**

Father, Evanstonian, and NUDM Alumnus

# PARTNERSHIP PACKAGES

## Year 10 Club

\$500 guarantees...

- Website Recognition
- Banner and Digital Signage Recognition
- 1 Social Media Post

## Year 30 Club

\$3,000 guarantees the Year 20 Club benefits plus...

- Logo on NUDM Website Homepage
- Company Video During NUDM
- 3 Total Social Media Posts

*Equivalent of a 1 month stay for an RMHC-CNI family*

## Year 20 Club

\$1,500 guarantees the Year 10 Club benefits plus...

- Dressing Room Recognition
- Alumni Newsletter Recognition
- 2 Total Social Media Posts

## Year 40 Club

\$5,000 guarantees the Year 30 Club benefits plus...

- Company Video on NUDM Website Homepage
- Student Listserv Advertisement
- Opportunity to Speak at NUDM
- 4 Total Social Media Posts

## Year 50 Club

At a collaborative highest-dollar amount that makes sense for you and us, you are guaranteed the Year 40 Club benefits plus...

- Speak at an Additional Event of Your Choice
- Verbal Recognition at ALL NUDM Events and On ALL Related Marketing Materials as the "Presenting Sponsor of NUDM 50"
- Logo Recognition on Most Social Media Posts
- Guaranteed attendance at NUDM 50
- ...anything else you can think of?

Let's chat about it!



it takes

# \$10,000

**FOR 1 FAMILY. FOR 1 HOME. FOR 1 YEAR.**

# Golden Anniversary Club

# A LA CARTE AND EVENT OPPORTUNITIES

While we dance, you can benefit from...



- Livestream Recognition (\$500) to over 10,000 viewers.
- Company Video (\$1,000) of 30 seconds in Welsh Ryan arena.
- Promo Booth (\$1,500) in Welsh Ryan arena.
- Dance Routine Dedication (\$2,000) every few hours when dancers learn our 50 Year 15-Hour Choreography.
- Block Club Sponsor (\$2,500) to name a block of the marathon after your company, gaining exposure to all NUDM and livestream participants. We will also invite a company representative to speak to our dancers.

If you'd like to sponsor any NUDM events that precede the 15-hours in March, please reach out and let us know. We plan to tailor these sponsorships on a case-by-case basis and would love to work with you.

## Speaker Series

Educational panels for our community to learn about the work of our beneficiaries.

## Acapalooza

A Family Weekend (Oct. 20-22) fundraiser with 8 NU a cappella groups, and an audience of 1,000+ students, parents, and alumni.

## Giving Tuesday

A fundraising campaign with elevated numbers of donors.

## Gala

On November 11, our annual gala attracts diverse attendees: from dancers, to alumni, to Chicago socialites.

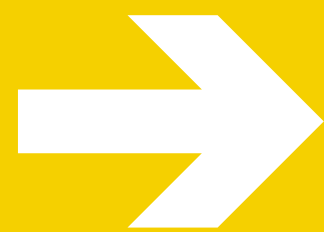
## 5k/10k

A renewed tradition of a run/walk around the lake.

## BUILD Events

A celebration for dancers to engage with the children and families of the primary beneficiary.

Contact us!



Northwestern University Dance Marathon

# HOW TO PARTNER

**Matthew Placzek:**

**[sponsorships@nudm.org](mailto:sponsorships@nudm.org) | (571) 269-2009**

Northwestern University Dance Marathon

1999 Campus Drive, Office E

Evanston IL, 60208

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

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 THE RONALD MCDONALD HOUSE CHARITIES OF CHICAGOLAND & NORTHWEST INDIANA (RMHC-CNI) 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 THE RONALD MCDONALD HOUSE CHARITIES OF CHICAGOLAND & NORTHWEST INDIANA 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.