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 39 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 came back for the first time in person to raise $580,778 dollars for Chicago Youth Programs (CYP), a nonprofit organization striving to improve the life opportunities of youth in low-income neighborhoods of Chicago, through long-term academic, emotional, and mental support. This March 3–5, 2023 more than 1,000 dancers will come together to support Little Heroes League.

PAST SUCCESS

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>$1.25M</td>
<td>GIGI'S PLAYHOUSE</td>
</tr>
<tr>
<td>2018</td>
<td>$1.17M</td>
<td>CRADLES TO CRAYONS</td>
</tr>
<tr>
<td>2019</td>
<td>$1.14M</td>
<td>COMMUNITIES IN SCHOOLS OF CHICAGO</td>
</tr>
<tr>
<td>2020</td>
<td>$1.03M</td>
<td>CHILDREN'S HOME AND AID</td>
</tr>
<tr>
<td>2021</td>
<td>$675K</td>
<td>COMPASS TO CARE</td>
</tr>
<tr>
<td>2022</td>
<td>$580K</td>
<td>CHICAGO YOUTH PROGRAMS</td>
</tr>
</tbody>
</table>
OUR BENEFICIARIES

Little Heroes League (LHL) is a nonprofit organization striving to improve the care of the most medically complex babies born in Chicagoland and beyond both in the Neonatal Intensive Care Unit (NICU) and after they are discharged to outpatient status. By providing care coordinators who advocate for the family and child by scheduling and attending appointments, identifying community and government resources, and administering at-home assistance when necessary, Little Heroes League helps underserved babies and their families thrive, providing a best-in-country care coordination service.

- **90% of LHL families are on Medicaid**
- **140 babies served to date**
- **50% fewer visits to the emergency room for LHL patients**

**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.
MEET SOME OF THE HEROES

MAGGIE LITTLE HERO
Born: April 2020
Enrolled in LHI: Fall 2020
Attributes: Home, never gives up, always pray

History: Maggie was born prematurely & has chronic lung disease as a result of her early arrival.

Care Requirements:
- Ventilator, Trach, Home Nursing
- Frequent follow-up visits, Therapists, Speech therapists
- Feeding tube, Daily Meds

LHI: LHI has been essential in our transition from hospital to home. Coming home from a lengthy hospital stay after a child is born is hard on the minds and bodies of all children and we were thrilled to have Maggie home with us, it was very overwhelming. Lisa has helped so much of the medical decisions that we have to make, and has helped us navigate our many follow-up appointments to listening and providing support during tough times. We really can’t imagine doing this without her. She is an essential member of Team Maggie.

Maggie’s Parents

“Maggie is the strongest person we know. She’s been through so much because of LHI, and her parents, and loves discovering new things everyday.”

Maggie’s Parents

KARLA LITTLE HERO
Born: April 2021
Enrolled in LHI: July 2021
Attributes: She is a fighter, is strong, and she is determined. She put her ventilator tube out around 2 months and it did show her amazing will to power. She loves playing smoothies, she loves to cutlery, and she loves music.

History: Born premature, glaucoma, heart defect, joint contractures

Care Requirements:
- Therapists, Specialists
- Transportation Assistance
- Feeding tube, 6 tubes

LHI: Maggie, Jose, and money made sure we had every bit of information was given to us to make sure that Karla and my family received everything needed while at the hospital, and to do so in a way that was clear and calm, which was so important. They made me feel like a partner in her care.

Karla’s Parents

“Karla is the most likeable little girl ever. She’s a fighter and a go getter. She never stops trying.”

Karla’s Parents

ALEXANDER LITTLE HERO
Born: May 2021
Enrolled in LHI: August 2021
Attributes: Smiles, cute, sweet, loves to dance, smile, hold hands, and play with all the other kids!

History: Born premature, Trach, 36 Heart defect, Pulmonary Hypertension, Ventricular Fibrillation, Hand, Hopping Leg.

Care Requirements:
- Seizure Medicine, Speech therapy, Phys. Therapy
- Frequent follow-up visits
- 6 tubes, Feeding Pump
- Trach, Ventilator, Home nursing

LHI: Little Heroes League is amazing. They explained things I didn’t understand. She (Jane) answered all the questions I had. She was the one who gave me the confidence to say, “I got this.” They (Little Heroes League) made my journey with Alexander so easy. Alexander’s Mom

“Alexander is a blessing from heaven. I am grateful for every day with him. He is full of energy and joy. This little fighter warrior is the best thing that happened to me and my family.”

Alexander’s Mom

MAURICE LITTLE HERO
Born: March 2020
Enrolled in LHI: May 2020
Attributes: Happy, fighter, loves to be held and play with his twin sister.

History: Complex premature twin birth, intubated at birth, diaphragmatic hernia, feeding difficulties and weakness.

Care Requirements:
- Daily Meds, Speech, OT
- Frequent follow-up visits
- Feeding Pump

LHI: Little Heroes League has helped me with everything! My case coordinator has helped make sure Maurice gets the medical care and services he needs to develop and get stronger. My case coordinator has done so much for us and really been there for us.

Maurice’s Mom

“Maurice is so special, he is my miracle child. Maurice is always happy. He loves to be held and to play. Maurice is a fighter and wants to be held to keep up with his twin sister. He is healthier and happier every day.”

Maurice’s Mom

BRIELLE LITTLE HERO
Born: January 2021
Enrolled in LHI: January 2021
Attributes: Happy, kind, funny. She loves everyone! She also loves learning and playing with her big sister.

History: Born premature, Lungs, Heart, Cerebral Palsy

Care Requirements:
- Speech therapists, OT
- Frequent follow-up visits
- Life Tube, Feeding Pump

LHI: My inpatient CC was amazing - she gave me a binder with all follow-up’s numbers and written in was 1 paragraphed life experience. My outpatient CC was heaven-sent when I was in so much pain she made sure I had what I needed. She was a major support system.

Brielle’s Mom

Without LHI, I don’t know what I would have done. I actually had a child andbugging being at the hospital for months was a struggle, and the LHI program made my life so much easier. Amazing people.

Brielle’s Mom

JA’MEER LITTLE HERO
Born: October 2020
Enrolled in LHI: January 2021
Attributes: Strong, smart, willing to try anything once. Energetic, independent.

History: Born premature at 36 weeks, Chronic respiratory failure, RSV in heart.

Care Requirements:
- Daycare, Speech therapy, Physical therapy, Home Nursing
- Frequent follow-up visits
- 6 tubes, Feeding Pump
- Ventilation 24/7
- Transportation assistance

LHI: LHI helped me by giving security. I was allowed to focus on my son with engagement. They assisted with rebuilding my confidence. They provided resources and care every step of the way. Ja’Meer’s Mom

“Ja’Meer has been our rock and I admire how he’s learning to touch to get a sense of things and people. I never thought we would have gotten this far but every day he walks he wants to do something different and that is what truly makes my heart.”

Ja’Meer’s Mom

MILIO LITTLE HERO
Born: October 2020
Enrolled in LHI: January 2021
Attributes: Independent, loves animals, loves to cook, loves to help.

History: VACTERL, association. Milo has undergone 2 surgeries to repair his left and cementum surgery to repair his /5.

Care Requirements:
- Speech, Occupational Therapy
- Frequent follow-up visits
- Wheelchair, Walker

“Life is an incredible adventure to show us what’s best for us. Milo received his left hand and he loves life. He is so independent and has become an inspiration to everyone. He is so loving and he never gives up. He has such a bright future ahead of him.”

Milo’s Mom

“Life isn’t fair for our family. We are so grateful to have the support of this program through the storms and valleys.”

Milo’s Alfio

CAROLINA LITTLE HERO
Helper medically complex babies TURNER
Attributes: Happy, lively, loves to be held.

History: Carolina is the best thing that happened to me and my family.

Carolina’s Mom

“Carolina is always happy. She loves to be held and to play. Carolina is a fighter and wants to be held to keep up with her twin sister. She is healthier and happier every day.”

Carolina’s Mom

JAHILL LITTLE HERO
Helper medically complex babies TURNER
Attributes: Strong, smart, willing to try anything once. Energetic, independent.

History: Born premature at 36 weeks, Chronic respiratory failure, RSV in heart.

Care Requirements:
- Daycare, Speech therapy, Physical therapy, Home Nursing
- Frequent follow-up visits
- 6 tubes, Feeding Pump
- Ventilation 24/7
- Transportation assistance

LHI: LHI helped me by giving security. I was allowed to focus on my son with engagement. They assisted with rebuilding my confidence. They provided resources and care every step of the way. Jahlil’s Mom

“Jahlil has been our rock and I admire how he’s learning to touch to get a sense of things and people. I never thought we would have gotten this far but every day he walks he wants to do something different and that is what truly makes my heart.”

Jahlil’s Mom

CHARLOTTE LITTLE HERO
Helper medically complex babies TURNER
Attributes: Strong, smart, willing to try anything once. Energetic, independent.

History: Born premature at 36 weeks, Chronic respiratory failure, RSV in heart.

Care Requirements:
- Daycare, Speech therapy, Physical therapy, Home Nursing
- Frequent follow-up visits
- 6 tubes, Feeding Pump
- Ventilation 24/7
- Transportation assistance

LHI: LHI helped me by giving security. I was allowed to focus on my son with engagement. They assisted with rebuilding my confidence. They provided resources and care every step of the way. Charlotte’s Mom

“Charlotte has been our rock and I admire how he’s learning to touch to get a sense of things and people. I never thought we would have gotten this far but every day he walks he wants to do something different and that is what truly makes my heart.”

Charlotte’s Mom
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
OUR BENEFIT PACKAGES

30 HOUR CLUB
[$500]
- Website Recognition
- Banner Recognition
- VIP Event Pass
*Sponsorship at this level provides 1 Little Hero with one month of outpatient care coordination.

60 HOUR CLUB
[$1500]
- Website Recognition
- Banner Recognition
- VIP Event Pass
- Dressing Room Sponsorship
- 1 Night of Trivia Sponsorship
- Recognition in Alumni Newsletter
- Logo on NUDM Website Homepage
- Company Video Played During Event
*Sponsorship at this level provides 8 Little Heroes with one month of inpatient care coordination.

90 HOUR CLUB
[$3000]
- Website Recognition
- Banner Recognition
- VIP Event Pass
- Dressing Room Sponsorship
- 2 Nights of Trivia Sponsorship
- Recognition in Alumni Newsletter
- Logo on NUDM Website Homepage

120 HOUR CLUB
[$5000]
- Website Recognition
- Banner Recognition
- VIP Event Pass
- Dressing Room Sponsorship
- 3 Nights of Trivia Sponsorship
- Recognition in Alumni Newsletter
- Logo on NUDM Website Homepage
- Company Video Played During Event
- Company Video on NUDM Website Homepage
- Student Listserv Advertisement
*Sponsorship at this level provides 14 Little Heroes with one month of outpatient care coordination.

Hour clubs refer to the number of years a student has danced (30 hours per year). First year dancers are all part of the 30-hour club while the 120-hour club holds the most passionate dancers.
# HOUR CLUB BENEFITS MATRIX:

<table>
<thead>
<tr>
<th>Hour Club</th>
<th>30 Hour Club [$$500$$]</th>
<th>60 Hour Club [$$1,500$$]</th>
<th>90 Hour Club [$$3,000$$]</th>
<th>120 Hour Club [$$5,000$$]</th>
</tr>
</thead>
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<tr>
<td>Website Recognition</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Banner Recognition</td>
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<tr>
<td>VIP Event Pass to NU DM 2023</td>
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<td>X</td>
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<td>X</td>
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<td>Dressing Room Sponsorship</td>
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<td>X</td>
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<td>Recognition in Alumni Newsletter</td>
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<tr>
<td>Trivia Night Sponsorship</td>
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<td>X (2)</td>
<td>X (3)</td>
<td></td>
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<td>Logo on NU DM Website Homepage</td>
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<tr>
<td>Company Video During NU DM 2023</td>
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<td>Video on NU DM Website Homepage</td>
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<tr>
<td>Student Listserv Advertisement</td>
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<td>X</td>
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</tbody>
</table>
A LA CARTE OPPORTUNITIES

LIVESTREAM RECOGNITION [[$250]]
The 30 hours of NUDM are live streamed, receiving over 10,000 views each year. Sponsors will receive a designated time for their company logo to be featured on the livestream page of the NUDM website.

RESUME BOOK [$500]
During registration every November, dancers can opt to add their resumes and contact information to an NUDM resume database. You will be provided a resume book with this information for recruiting purposes only.

COMPANY VIDEO [$750]
During the 30-hour event, we will provide you with 30 seconds of airtime to play a commercial or video on the 2 large screens inside the NUDM tent, reaching all 1,000+ dancers and thousands more livestream viewers.

TABLEING DURING CHECK-IN/IN THE TENT [[$1000-1500]]
We will provide you with a booth in the Norris Center (where dancer check-in takes place) or inside the tent for a designated amount of time during the 30 hours. You can pass out promotional items, publicize your presence on our campus, and interact directly with dancers and visitors.

30 HOUR DANCE SPONSOR [$1500]
Each year, NUDM dancers collectively learn a 2-minute dance routine. The dance is taught to all 1,000+ dancers in 10-minute increments during each of the 10 blocks. During each teaching session your company will be thanked and your logo will be prominently displayed on our in-tent screens.

HOUR CLUB SPONSOR [$2000]
During the second to last block of NUDM, every dancer wears a tee shirt identifying the number of years they’ve participated in NUDM, known as their “hour club shirt.” Your logo will be printed on the back of these shirts for all 1,000+ dancers.

BLOCK SPONSOR [$2500]
We will name one of NUDM’s 10 three-hour blocks after your company and recognize you in all related NUDM materials. Block Sponsors gain exposure to all 1,000+ dancers, as well as all of the alumni and families that visit the tent and livestream the event. We will also invite a company representative to speak to our dancers during the block.
### EVENT SPONSORSHIPS

#### ALL-DANCER MEETINGS
Get exposure to all 1,000+ of our dancers by sponsoring one of our quarterly all-dancer meetings. Your company name and logo will be featured on all marketing materials and online correspondences for the event as well as on the slideshow that will be presented to dancers.

#### SPEAKER SERIES
During each quarter of NUDM season (Fall and Winter), we host speaker series events featuring representatives from our beneficiaries to discuss the work they’re doing in our community. Get exposure to all dancers and attendees by featuring your company name and logo on all marketing materials and online correspondences for the event as well as on the slideshow that will be presented to participants.

#### FOOD FUNDRAISER
Throughout the year, we partner with local restaurants like Lou Malnati’s and Insomnia Cookies to coordinate profit shares and special delivery services for our 1,000+ dancers. Have your company name and logo featured on all marketing materials and online correspondences for one or more of these events.

#### ACAPALOOZA
Each year during Parents Weekend, we host a fundraiser with performances from 8 of our on-campus a cappella groups. Get exposure to 1,000+ students, parents, and alumni by having your company name and logo featured on all marketing materials and online correspondences for the event.

#### 5K/10K
New! This year, NUDM is hosting a 5k/10k run in the fall. Have your company name and logo featured on all marketing materials and online correspondences for the event, on runner tee-shirts, and on banners set up around the course.

#### GIVING TUESDAY
We have an elevated number of donors, alumni, and other community members that engage with NUDM during the week leading up to Giving Tuesday. Have your company name and logo featured on all marketing materials and online correspondences for our intensive Giving Tuesday fundraising campaign.

#### TRIVIA
Every week during the fall and winter, we host themed trivia nights for our 1,000+ dancers. Have your company name and logo featured on all marketing materials and online correspondences for one or more of these events.

#### BUILD EVENTS
During each quarter of NUDM season (Fall and Winter), we host an on-campus event to bring our dancers together with the children and families that our primary beneficiary supports. Reach our 1,000+ dancers by having your company name and logo featured on all marketing materials and online correspondences for one or more of these events.

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If you'd like to sponsor any NUDM events, please reach out and let us know. While we haven't priced these opportunities, we plan to pursue these sponsorships on a case-by-case basis and would love to work with you to find a way to tie this into your package.
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.

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 Little Heros League (LHL) 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 Little Heroes League 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.

**sponsorships@nudm.org**
**Callie Morgan: (203) 970-0924**
**Matthew Placzek: (571) 269-2009**
**Northwestern University Dance Marathon**
1999 Campus Drive, Office E
Evanston IL, 60208
P: (773) 980-NUDM (6836)