



**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.

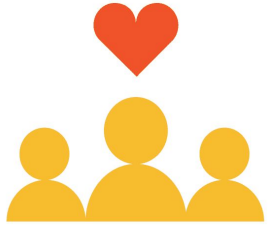


**SINCE ITS FOUNDING IN 1975**, NUDM has raised over **\$21 MILLION** for over 39 different beneficiaries thanks to support and sponsorship from around the world. **LAST YEAR ALONE**, despite the NUDM community being separated due to COVID-19, NUDM came back for the first time in person to raise **\$580,778** 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

2017:	2018:	2019:	2020:	2021:	2022:
<b>\$1.25M</b>	<b>\$1.17M</b>	<b>\$1.14M</b>	<b>\$1.03M</b>	<b>\$675K</b>	<b>\$580K</b>
<b>GIGI'S PLAYHOUSE</b>	<b>CRADLES TO CRAYONS</b>	<b>COMMUNITIES IN SCHOOLS OF CHICAGO</b>	<b>CHILDREN'S HOME AND AID</b>	<b>COMPASS TO CARE</b>	<b>CHICAGO YOUTH PROGRAMS</b>

# OUR BENEFICIARIES



**Little Heroes League**

To learn more visit:

<https://www.littleheroesleague.org/>

**90%**

**OF LHL FAMILIES ARE  
ON MEDICAID**

**140**

**BABIES SERVED TO DATE**

**50%**

**FEWER VISITS TO THE  
EMERGENCY ROOM FOR LHL  
PATIENTS**

**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.

**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.

**evanston!communityfoundation**

To learn more visit:

[evanstonforever.org](http://evanstonforever.org)



# MEET SOME OF THE HEROES



**Maggie**

Little Heroes League  
Care Coordination

**MAGGIE**  
LITTLE HERO  
BORN: April 2020  
ENROLLED IN LHL: Fall 2020  
ATTRIBUTES: Happiest, most easy-going little lady who is so playful & fun!

**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, Specialists
- Feeding pump, Daily Meds

**LHL:** LHL has been essential in our transition from hospital to home. Coming home from a lengthy hospital stay after a child is born is just one step on the road to recovery, and while we were thrilled to have Maggie home with us, it was very overwhelming. Lisa has helped us ensure all of the many details of Maggie's care are taken care of - from helping 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 in her short life, but is so full of joy and loves discovering new things everyday."*  
- Maggie's Parents



**Karla**

Little Heroes League  
Care Coordination

**KARLA**  
LITTLE HERO  
BORN: April 2021  
ENROLLED IN LHL: July 2021  
ATTRIBUTES: she is a fighter, she is strong, and she is determined! She pulled her ventilator tube out around 2 months old. It just showed her amazing her will power is. She loves giving smooches, she loves to cuddle, and she loves music.

**HISTORY:** Born prematurely, glaucoma, heart defect, joint erosion.

**CARE REQUIREMENTS:**

- Therapists, Specialists
- Transportation Assistance
- Feeding pump, G-Tube

**LHL:** Megan, Lisa, and Jenny made sure that 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. Jenny, will do the same when we are discharged, which will be soon. They have made making doctor appointments easier and connecting with different departments easier. They took care of certain things, so we didn't have to. It took a huge load off us.

- Karla's Parents

*"Karla with a K will brighten anyone's day!!!"*  
- Karla's Parents



**Ja'meer**

Little Heroes League  
Care Coordination

**JA'MEER**  
LITTLE HERO  
BORN: July 2018  
ENROLLED IN LHL: December 2018  
ATTRIBUTES: Strong, Smart, Willing to try anything once. Fighter, Independent. Loves to mimic his loved ones.

**HISTORY:** Born premature at 25 weeks. Chronic respiratory failure. Hole in heart.

**CARE REQUIREMENTS:**

- Daily Meds, Specialists, Therapists, Home Nursing
- Frequent follow-up visits
- G-tube for feeding (now drinks by mouth!)
- Ventilator 24/7
- Transportation assistance

**LHL:** LHL helped me by giving security. I was allowed to use my voice with no judgment. They assisted with rebuilding my confidence. They provided resources and gave my hope back. - Ja'Meer's Mom

*"Ja'Meer has come so far 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 everyday he wakes up he wants to do something different and that is what truly warms my heart."*  
- Ja'Meer's Mom



**Alexander**

Little Heroes League  
Care Coordination

**ALEXANDER**  
LITTLE HERO  
BORN: May 2019  
ENROLLED IN LHL: August 2019  
ATTRIBUTES: Determined, observant. Loves to dance, smile, hold hands, and play with hair (especially blondes!)


**HISTORY:** Born premature. Trisomy 18. Heart defect. Pulmonary hypertension. Clenched hands. Hearing loss.

**CARE REQUIREMENTS:**

- Daily Meds, Specialists, Therapists
- Frequent follow-up visits
- G-Tube, Feeding Pump
- Trach, Ventilator, Home nursing

**LHL:** Little Heroes League is amazing. They explained things I didn't understand. She [care coordinator] is the one who gave me the confidence to say, "I got this." They [care coordinators] made my journey with Alexander so easy. - Alexander's Mom

*"Alexander is a blessing from heaven. I am grateful for each day I have with him. He is full of smiles. He is full of love. This little trisomy warrior is the best thing that happened to me and my family."*  
- Alexander's Mom



**Brielle**

Little Heroes League  
Care Coordination

**BRIELLE**  
LITTLE HERO  
BORN: January 2019  
ENROLLED IN LHL: January 2019  
ATTRIBUTES: Smart, happy, funny. She loves everyone, she also loves learning and playing with her big sister.

**HISTORY:** Born premature. Claves Syndrome. Vascular Malfunction. Blood Clot. Anemia.

**CARE REQUIREMENTS:**

- Daily Meds, Specialists, Therapists
- Frequent follow-up visits
- G-Tube, Feeding Pump
- Wheelchair, Walker

**LHL:** My infantient CC was amazing - she gave me a binder with all Brielle's doc numbers in and paper so it was organized made life easy. My outpatient CC was heaven she was at appts she made calls for resources I needed. She was a major support system.

*"Without LHL I don't know what I would have did. I already had a child and juggling being at the hospital for months every day was a struggle, and the LHL program made my life so much easier. Amazing people."*  
- Brielle's Mom



**Milo**

Little Heroes League  
Care Coordination

**MILO**  
LITTLE HERO  
BORN: October 2020  
ENROLLED IN LHL: January 2021  
ATTRIBUTES: Combo of tough and sweet. Always smiling. Loves people (especially his big sister) and stroller rides!

**HISTORY:** VACTERL association. Milo has undergone multiple procedures including 3 attempts to repair his TEF and open-heart surgery to repair a VSD.

**CARE REQUIREMENTS:**

- Daily Meds, Specialists, Therapists
- Frequent follow-up visits
- Feeding pump

**LHL:** Lisa is an incredible reminder to always do what's best for Milo. She reminds me to be a mama bear when necessary to best advocate for Milo. She is an incredible support system. She is reassuring and so supportive but gives me the tough love I need to get Milo the help he needs. She has been essential to our transition home and the friend I didn't know I was missing. - Milo's mom.

*"Life hasn't been the easiest for our Smiley Milo, but loving him always has been. We are so thankful to have the support of this program through the doubts and worries."*  
- Milo's Mom



**Maurice**

Little Heroes League  
Care Coordination

**Maurice**  
LITTLE HERO  
BORN: March 2020  
ENROLLED IN LHL: 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, Specialists, Therapists
- Frequent follow-up visits
- Feeding pump

**LHL:** Little Heroes League has helped me with everything! My care coordinator has helped make sure Maurice gets the medical care and services he needs to develop and get stronger. My care coordinators have 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 works so hard to keep up with his twin sister. He is healthier and happier every day."*  
- Maurice's Mom



**Grace**

Little Heroes League  
Care Coordination



**Carolina**

Little Heroes League  
Care Coordination



**Jahlil**

Little Heroes League  
Care Coordination



**CHARLOTTE**

Little Heroes League  
Care Coordination

# 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**





# 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

\*Sponsorship at this level provides 4 Little Heroes with one month of outpatient 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
- Company Video Played During Event

\*Sponsorship at this level provides 8 Little Heroes with one month of inpatient 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.

## 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 CLUB BENEFITS MATRIX:

	30 Hour Club [\$500]	60 Hour Club [\$1,500]	90 Hour Club [\$3,000]	120 Hour Club [\$5,000]
Website Recognition	X	X	X	X
Banner Recognition	X	X	X	X
VIP Event Pass to NUDM 2023	X	X	X	X
Dressing Room Sponsorship		X	X	X
Recognition in Alumni Newsletter		X	X	X
Trivia Night Sponsorship		X (1)	X (2)	X (3)
Logo on NUDM Website Homepage			X	X
Company Video During NUDM 2023			X	X
Video on NUDM Website Homepage				X
Student Listserv Advertisement				X

# 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.

## **TABLING 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.

## **HOURLY 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.

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.

[sponsorships@nudm.org](mailto:sponsorships@nudm.org)

**Callie Morgan: (203) 970-0924**

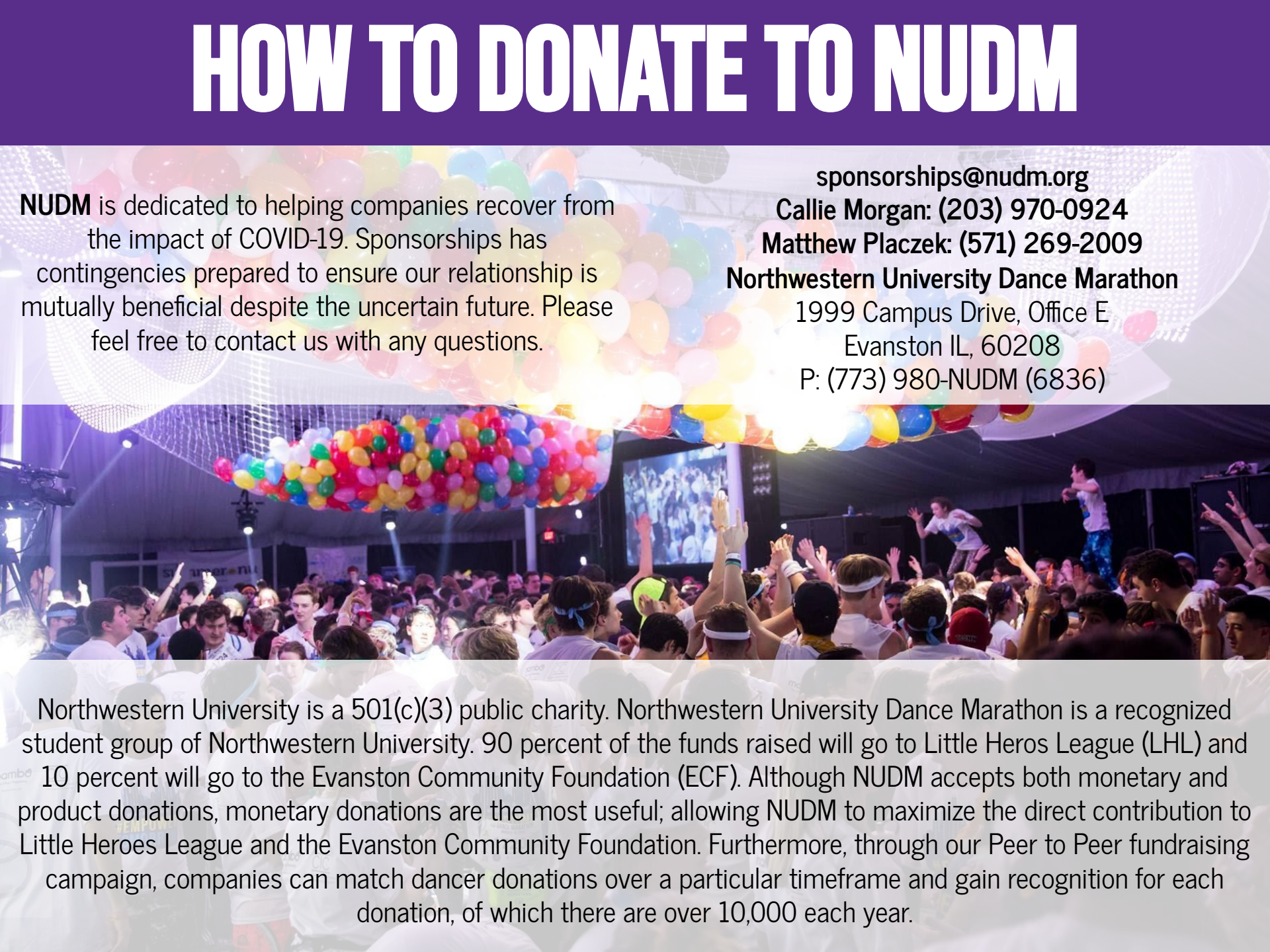
**Matthew Placzek: (571) 269-2009**

**Northwestern University Dance Marathon**

1999 Campus Drive, Office E

Evanston IL, 60208

P: (773) 980-NUDM (6836)



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.