



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 most 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 **\$20 MILLION** for more than 35 different beneficiaries thanks to support and sponsorship from around the world.

LAST YEAR ALONE, NUDM raised **\$1.17 MILLION DOLLARS** to support Cradles to Crayons Chicago, a charity that gives children living in low-income situations the essential items they need to thrive, and the Evanston Community Foundation.

MARCH 8-10, 2019, more than 1,000 dancers will come together to support Communities In Schools of Chicago.

PAST SIX YEAR SUCCESS: EACH YEAR RAISED OVER \$1 MILLION

2014:

\$1.39M

PRIMARY BENEFICIARY:
TEAM JOSEPH

2015:

\$1.13M

PRIMARY BENEFICIARY:
**STARLIGHT
CHILDREN'S
FOUNDATION**

2016:

\$1.20M

PRIMARY BENEFICIARY:
**BLESSINGS IN A
BACKPACK**

2017:

\$1.25M

PRIMARY BENEFICIARY:
**GIGI'S
PLAYHOUSE**

2018:

\$1.17M

PRIMARY BENEFICIARY:
**CRADLES TO
CRAYONS**

OUR BENEFICIARIES



To learn more visit:
cisofchicago.org

COMMUNITIES IN SCHOOLS OF CHICAGO is a dropout prevention organization that surrounds students with a community of support to help them stay in school and on track to graduate - and empowers them to succeed. To do this, CIS places highly trained staff inside Chicago Public Schools to support students in three ways: individually with case management and one-on-one sessions; small group support; and programs for the whole school that promote college and career readiness, the arts, and general wellbeing.

Those who drop out of high school will earn just over half of what high school graduates earn over their lifetime, and experience unemployment at a rate two and half times greater than those with a high school diploma. In their 30 years in the Chicago area, CIS has proved to be a dropout prevention program that works - since the fall of 2009, 98% of the CPS high school seniors who received intensive counseling and case-managed support have graduated.

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.

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

STARTER PACK

The starter pack is the baseline benefits for all sponsors. Customized packs beyond that are available, so you may choose the combination of benefits that best fits your preferences. Together, we can work from the starter pack to create a package of benefits that aligns with your goals!

WEBSITE RECOGNITION

Your support will be recognized on the sponsorship page of the NUDM 2019 website, which received over 68,000 views last year. Your name and logo will remain on the site until well after the NUDM weekend.

VIP EVENT PASS

You will join more than 1,000 students, alumni, faculty members, and families in the tent, allowing you to see firsthand what an incredible impact your generous support has on NUDM 2019.

DIGITAL BANNER RECOGNITION

Your company name or logo will be displayed on a large screen at the front of the NUDM tent during the weekend-of.

OUR BENEFITS

BLOCK SPONSOR

We'll name one of NUDM's 10 three-hour "blocks" after your company and recognize you in all related NUDM materials. We'll also invite a company representative to speak to the 1,000+ dancers during that block.

GALA SPONSOR

In November, we will host a Gala to engage our alumni and donor base, as well as the greater Chicago community. Gala sponsors will receive VIP passes, brand recognition, and can interact with students, alumni, and donors.

PROMOTIONAL TABLE ON CAMPUS

We'll offer you a booth in the Norris Center near the tent or inside the tent during or leading up to the 30 hours. You can interact with thousands of students and pass out informational materials to dancers.

LOGO RECOGNITION

Sponsors will have a static company logo placed on the homepage of NUDM.org for a set period of time, historically getting over 68,000 views. Sponsors will also have their logo appear on NUDM's main stage panel.

NUDM RECRUITMENT PACKAGE

We will provide a resume book or list of dancer names and contact information, for those who willingly give their information, for recruiting purposes only.

DANCER GAME TITLE SPONSOR

Once a block, dancers participate in a dancer game to interact with the people from the beneficiary and increase morale. Your company has the opportunity to have their name associated with one of these games.

LIVESTREAM RECOGNITION

The 30 hours of NUDM is livestreamed, with over 10,000 views per year. Sponsors will have a designated time for their company logo to be featured on the livestream page of NUDM.

TRIVIA SPONSOR

Every week in the winter and fall before the 30 hours in March, DM hosts themed trivia nights. Sponsors will have their name associated with event branding; package also includes a lightning round with sponsor-related questions.

... AND MORE

NUDM offers so many more benefits that we would love to share with you. We tailor each benefit to accommodate your preferences. Reach out to us at corporate@nudm.org for more information.

HOW TO DONATE TO NUDM

For questions concerning NUDM, sponsorship packages, or if you are seeking more information, please feel free to contact the NUDM Corporate Relations Co-Chairs at:

corporate@nudm.org

Allie Hall: (434) 989-7317

Dan Gorulko: (215) 431-1414

Northwestern University Dance Marathon

1999 Campus Drive, Box No. 7

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 Communities In Schools 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 Communities In Schools and the Evanston Community Foundation. Furthermore, through our Peer to Peer fundraising campaign, companies are able to match dancer donations over a particular timeframe and gain recognition for each donation, of which there are over 10,000 each year.