



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 35 different beneficiaries thanks to support and sponsorship from around the world. **LAST YEAR ALONE**, despite cancellation due to COVID-19, NUDM raised **\$1.03 MILLION** dollars to support Children's Home & Aid, a nonprofit dedicated to support neglected and abused foster children by connecting them to the proper family placement as well as restoring their hope and emotional stability. This **MARCH 5-7, 2021**, more than 1,000 dancers will come together to support Compass to Care.

PAST SUCCESS

2015:	2016:	2017:	2018:	2019:	2020:
\$1.13M	\$1.20M	\$1.25M	\$1.17M	\$1.14M	\$1.03M
STARLIGHT CHILDREN'S FOUNDATION	BLESSINGS IN A BACKPACK	GIGI'S PLAYHOUSE	CRADLES TO CRAYONS	COMMUNITIES IN SCHOOLS OF CHICAGO	CHILDREN'S HOME AND AID

OUR BENEFICIARIES



The Mike & Sandy Ernsdorff
Childhood Cancer Foundation

To learn more visit:
compasstocare.org

COMPASS TO CARE is a nonprofit that ensures children, whose families have demonstrated a financial need, can access life-saving cancer treatment. Through their Access Life Program, Compass to Care supports families who have a child with cancer through assistance that can include funding for airfare, bus fare, car rental, gasoline, lodging, parking fees, taxi fees, tolls, and train fare and even long-distance travel. This year, NUDM and Compass to Care are working together to eliminate the monetary burden of cancer-related travel costs, remove the stress of planning a trip and traveling with a child who is ill and give hope for their child's cure from cancer.

12,000+

**CHILDREN DIAGNOSED
ANNUALLY**

472

**CHILDREN SUPPORTED
BY COMPASS TO CARE**

12,000

**CANCER JOURNEYS FUELED
BY COMPASS TO CARE**

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

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

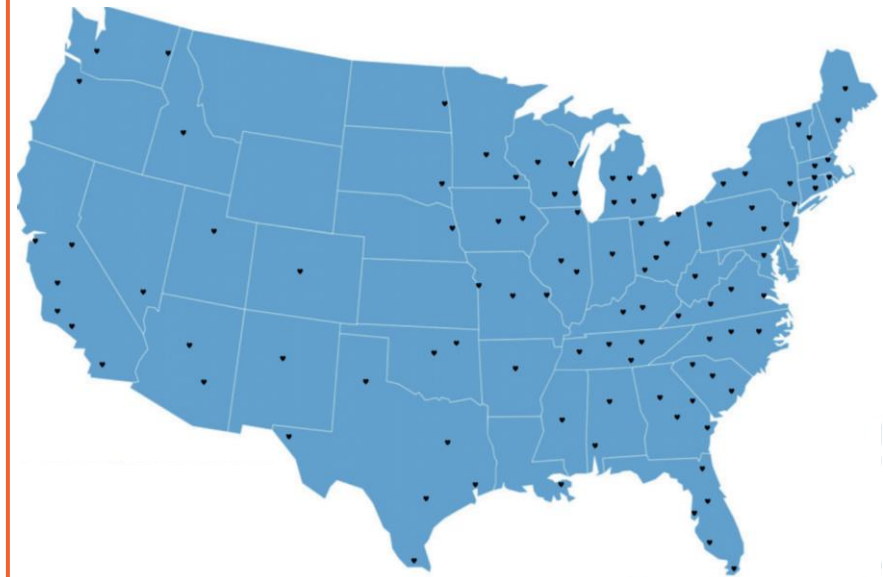
2,000+
STUDENTS
INVOLVED

10,000+
LIVESTREAM
VIEWS

68,000+
WEBSITE
VIEWS

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

Children's Oncology Experts in the U.S.



With a lack of children's oncology experts throughout the U.S., Compass to Care helps children and families travel 60+ miles to access treatment.

OUR BENEFIT PACKAGES

30 HOUR CLUB [\$900]

- Website Recognition
- Banner Recognition
- VIP Event Pass

60 HOUR CLUB [\$1800]

- Website Recognition
- Banner Recognition
- VIP Event Pass
- Dressing Room Sponsor
- Recognition in Alumni Newsletter

90 HOUR CLUB [\$3600]

- Website Recognition
- Banner Recognition
- VIP Event Pass
- Dressing Room Sponsor
- Recognition in Alumni Newsletter
- Logo on Website Homepage
- Company Video During Event

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 [\$7500]

- Website Recognition
- Banner Recognition
- VIP Event Pass
- Dressing Room Sponsor
- Recognition in Alumni Newsletter
- Logo on Website Homepage
- Company Video During Event
- Special Events Title Sponsor
- BUILD Event Sponsor
- Video on Website Homepage
- Student Listserv Advertisement

A LA CARTE OPPORTUNITIES

LIVESTREAM RECOGNITION [\$500]

The 30 hours of NUDM are 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.

COMPANY VIDEO DURING EVENT [\$1000]

We will provide you with 30 seconds of airtime to play a commercial or video on the 2 large projection screens inside the NUDM tent during the 30-hour event, reaching all 1000+ dancers and thousands more livestream viewers.

PROMOTIONAL TABLE ON CAMPUS OR DURING EVENT [\$1500-2000]

We will provide you with a booth in the Norris Center or inside the tent itself for a limited amount of time. You can pass out promotional items, publicize your presence on our campus, and interact directly with dancers and visitors.

30 HOUR DANCE SPONSOR [\$2000]

Each year, NUDM dancers collectively learn a 2-minute dance. The dance is taught to all 1,000+ dancers for 10 minutes during each of the 10 blocks. During each of these teaching sessions, your company will be thanked, and your logo will be prominently displayed.

HOUR CLUB SPONSOR [\$3000]

During the second to last block of NUDM, every dancer wears one of four shirts identifying the number of years they have participated in NUDM. Your logo will be printed on the back of these shirts for all 1000+ dancers.

BLOCK SPONSOR [\$5000]

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 dancers, alumni, and families livestreaming the event. We will also invite a company representative to speak to the 1,000+ dancers during the block.

A LA CARTE OPPORTUNITIES

COMMITTEE GEAR SPONSOR [\$500-1500]

Sponsor our committee t-shirts and bandanas, worn throughout the 30-hour event. These shirts are seen by the entire dancer community, the main uniform for Food, Security, Dancer Engagement, and more.

RESUME BOOK [\$750]

During registration every November, dancers can opt to add their resumes and information to a NUDM resume database. You will be provided a resume book with information about interested dancers (for recruiting purposes only).

SOCIAL MEDIA FUNDRAISING PUSH SPONSOR [\$1000-5000]

Sponsor a dancer fundraising push, placing your company logo on social media materials posted by all dancers. These materials are viewed by thousands of students and families.

LOGO RECOGNITION ON STAGE PANEL [\$3000]

Display your company logo on the most prominent location within the NUDM 2020 tent: a large banner across the base of the main stage! Banner will remain throughout the 30 hours.

TRIVIA SPONSOR [\$4000]

Every week in the fall and winter, NUDM hosts weekly themed trivia nights. Sponsor's name will appear on the event's branding and will receive a lightning round of sponsor-related questions dedicated to them. Trivia is also held virtually on social media, giving sponsors online exposure to dancers throughout the year

SATURDAY SPRINT FUNDRAISING PUSH [\$5000]

Sponsor hundreds of live social media posts during the 30-hour challenge for dancers to raise \$30,000+ in 10 hour. Place your logo on social media fundraising materials reaching thousands of Northwestern students, alumni, and family.

HOW TO DONATE TO NUDM

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

Corporate@nudm.org

Nicholas Abushacra: (202) 746-1333

Seth Humerick: (847) 848-2800

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 Compass to Care 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 Compass to Care 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.