



University of Nebraska Dance Marathon

SPONSORSHIP OPPORTUNITIES



Dear Potential Sponsor,

We are the University of Nebraska Dance Marathon, and we are this generation fighting for the next. Approximately 62 children each minute will need treatment for life-threatening illness. In total, there will be 32 million patient visits for over 10 million kids every year, and it's our time to take action. Dance Marathon is an organization that raises money to support research and training, purchase equipment and pay for uncompensated care at Children's Miracle Network Hospitals. We do this all in support of the mission to save and improve the lives of as many children as possible. The fire behind the Dance Marathon movement includes over 400 Dance Marathon programs across North America, 200,000 student dancers, and 1 million participants that led to over 44 million dollars raised for Children's Hospital in 2019, and over 34 million in 2020 despite the COVID-19 pandemic.

At the University of Nebraska, we are approaching our 19th annual Dance Marathon. Since our inception, 100% of the money we have raised has gone towards the Children's Hospital & Medical Center, with over \$224,000 being donated in 2020. This year we are looking to grow our event and break our fundraising goal of \$252,000. This year, we are excited to be able to focus our fundraising efforts on an operating room and supporting the Rainbow House, which is a program that allows out of state families to stay without the burden of payment.

Unfortunately, we cannot do this alone. We would love to have your help in attaining this goal and giving each child the childhood they deserve. Your sponsorship is crucial in helping cover some of the operating costs of our various events throughout the year to ensure that the most money can be donated to the hospital. By partnering with us, not only will you be playing a part in this fundraising effort, but you will also gain incredible exposure on UNL's campus and in the Lincoln area. In this packet, you will find information about our Dance Marathon program and how you can help local children. Monetary contributions and in-kind donations are essential to helping our program's continuous development and growth. The sponsorship levels included can be customizable to your businesses wants and needs. If, at any time, you have any questions while reviewing this packet, please don't hesitate to contact us.

Thank you for your consideration, we look forward to working with you!

Changing Kids' Health,
Jacob Zadalis & Jared Mulder
2021-2022 Corporate Sponsorship Directors

What is UNDM?

University of Nebraska Dance Marathon (UNDM) is a student-run organization devoted to raising funds and awareness for Children's Miracle Network Hospitals. As an organization we host several events throughout the school year to engage the campus and community in our cause. Our year-long efforts culminate with a 13.1-hour celebration called HuskerThon. At HuskerThon, hundreds of university students come together as one to stand on their feet and dance for the kids who can't.

Purpose:

University of Nebraska Dance Marathon exists to raise funds and increase awareness for Children's Hospital and Medical Center in Omaha, Nebraska through uniting Husker Nation to ensure every child has the ability to receive the highest quality care.

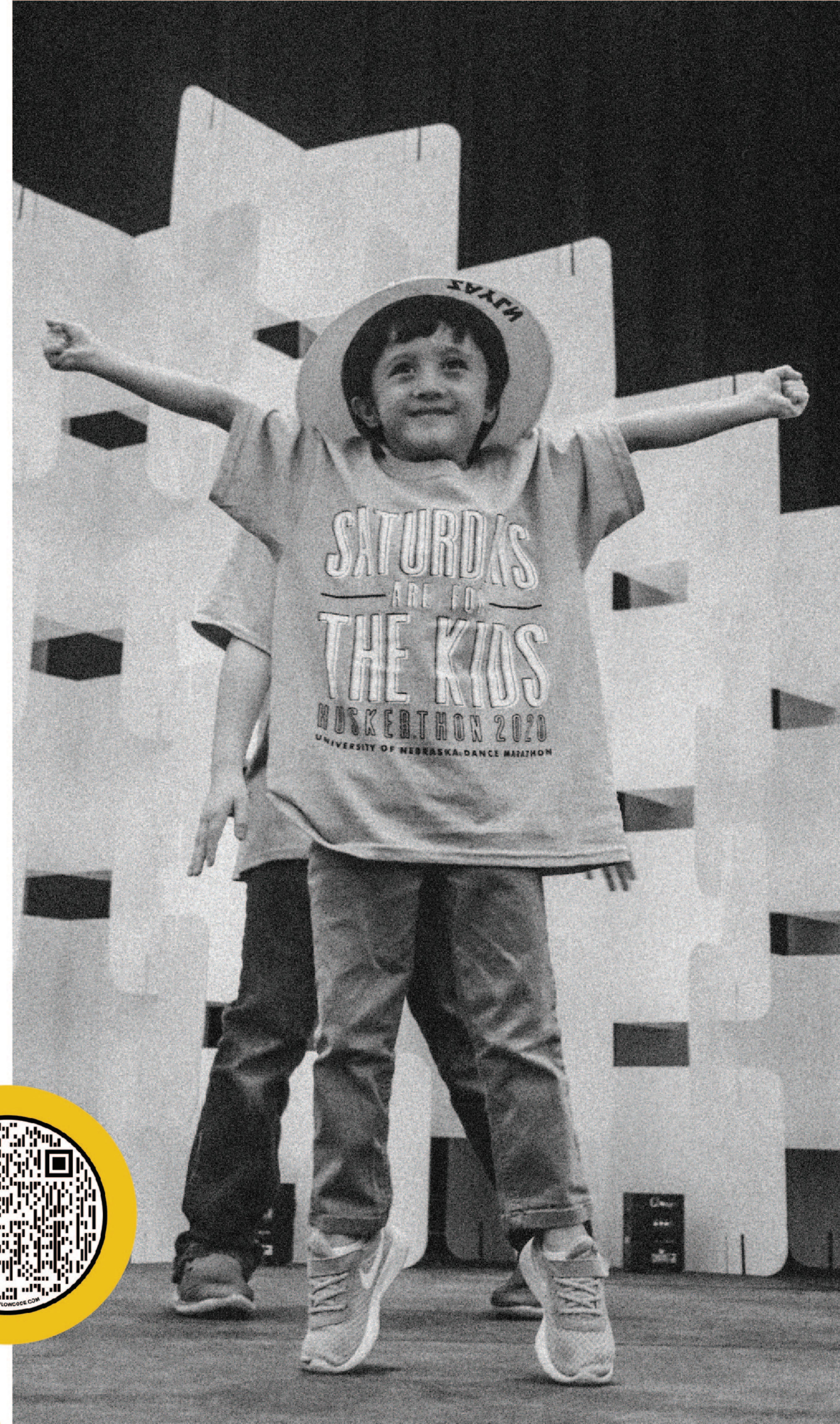
Mission:

To cultivate student leaders, foster campus community, and unite Husker Nation to champion kids' health

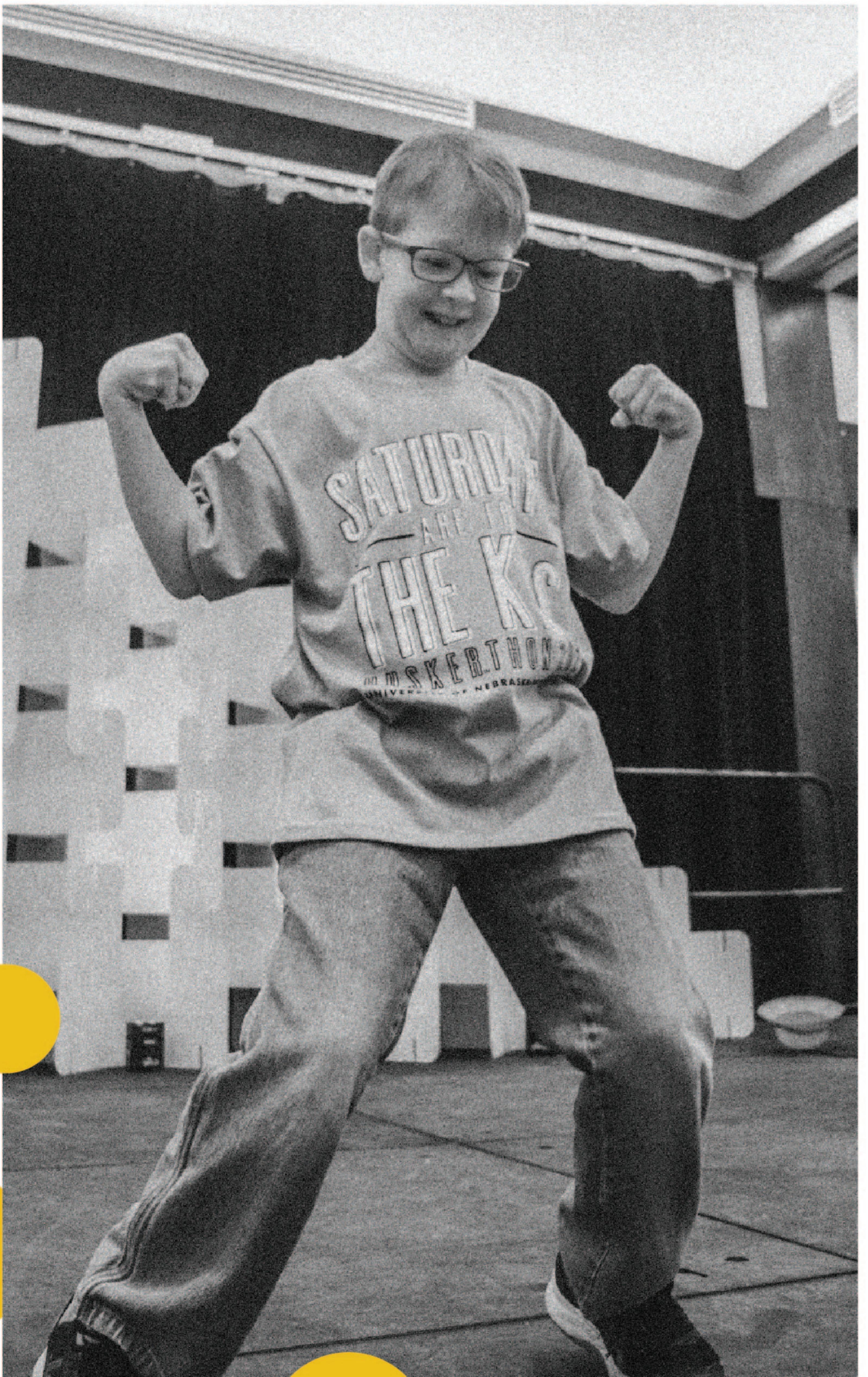
Vision:

To ensure every child has the opportunity to become a Husker

Scan for our Recap Video!



Letter from Miracle Family



Malcolm is our miracle child. He was diagnosed in 2013 with stage 4 neuroblastoma, leaving him with only a 10% chance at living. Our family's world was turned upside down. For the next year, we tried everything possible to help Malcolm's body be free of the cancer – chemotherapy, radiation, surgery, and clinical trials for new treatments. With none of these treatments achieving the goal of remission, we had one last option – a clinical trial in NYC for an unproven immunotherapy that would be painful for Malcolm to receive. By the grace of God, it was effective and Malcolm is now 6 years off treatment and no evidence of disease! Life "after" cancer is still a challenge for Malcolm as he deals with the after-effects of the treatments employed to save his life, such as physical and cognitive limitations.

UNDM is one of those organizations that makes the world for a miracle child so much brighter. Malcolm knows that the young women and men of UNDM care for him and his family unconditionally, as demonstrated by their compassionate attitudes and actions in raising funds for the children, specifically for Omaha Children's Hospital. UNDM also has meant the world for Malcolm's 7 siblings! These kids also had their world turned upside down with Malcolm's cancer, often wondering if their brother would survive, being unsure of where their parents were while they cared for Malcolm, and having their lives be subsumed by the needs of their brother. The members of UNDM have wrapped their arms around our entire family, literally, to make us feel loved and cared for. Knowing that the University of Nebraska-Lincoln had a Dance Marathon organization was critical for us deciding to move to Lincoln 4 years ago.

I would strongly encourage any individual or organization open to sponsoring UNDM to do so. Your support and funds could not be devoted to a more worthy cause – that of helping young women and men bless the lives of kids (and their families) who are or have suffered through traumatic medical events. There is nothing more admirable than helping the helpless, and the miracle kiddos that UNDM supports definitely qualify as such.

Best regards,

Todd



Update on Children's Hospital

Children's Hospital & Medical Center in Omaha, NE, is a 145-bed, nonprofit organization that has been caring for children since 1948. It is the only full-service, pediatric healthcare center in Nebraska, providing expertise in more than 50 pediatric specialty services. Patients are referred from throughout the region for the treatment of complex or rare diseases. In addition to pediatric primary care, at Children's, no child in need of medical care is ever turned away due to financial status.

Children's Hospital & Medical Center's mission "to improve the life of every child" is at the heart of everything they do. As the region's leader in pediatric healthcare, Children's Hospital is dedicated to exceptional clinical care, research, education, and advocacy. Whether they're providing care for critically ill children or championing child-centered legislation, Children's Hospital strives to improve the lives of youth, families, and entire communities.

In 2020, despite the pandemic, UNDM was able to continue to set fundraising records. Using the money we raised this past year alone we were able to sponsor five CARES (Children's Ambulatory Recover and Express Services) unit patient rooms, a Radiology room, and an Ultrasound room. This year we hope to continue our success and are focusing our fundraising efforts on an operating room with a cost of \$250,000 and supporting the Rainbow House, which is a program that allows out of state families to stay without the burden of payment.



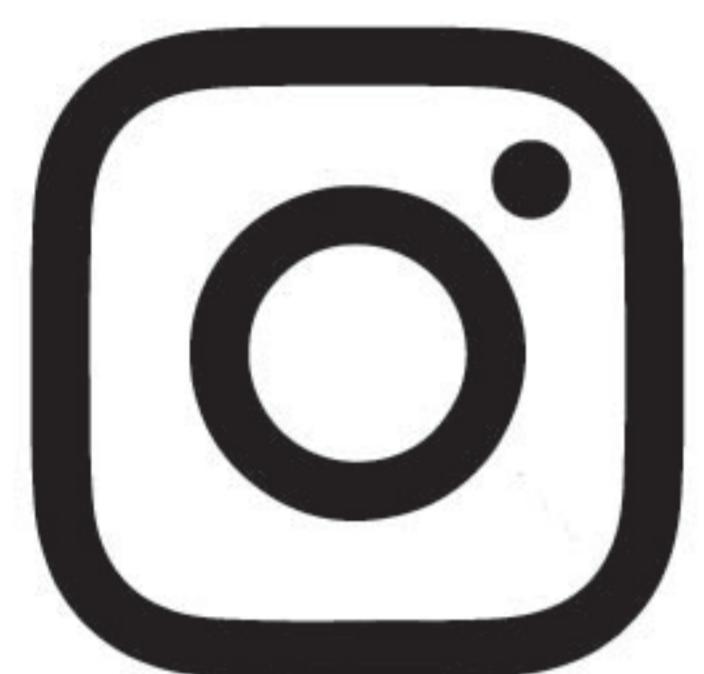
WHY
WHY
WHY

Despite our past successes, Children's Hospital is always growing. As a result, we need to continue to push ourselves as an organization. This year, we will be donating our funds for an operating room and supporting the Rainbow House, which is a program that allows out of state families to stay without the burden of payment.

By joining us in this mission, you will be joining one of the most visible organizations on Nebraska's flagship university campus. With over 1,000 collegiate participants and multiple high school events, you will be a part of something bigger than just the university or Lincoln community. This is an opportunity to impact the 149,700 unique patients that have been helped by our regional Children's Hospital and continue in the fight to help our generation fight for the next.

Exposure from sponsorship

Total Social Media Followers:



1300+



2200+



1000+

Total:

4600+ (4643 to be exact)

Social Media Impressions:

Accounts Reached on Instagram over last six month as of July 1:

3,712

Total Reach on all social media: estimated around

12,000



T-Shirts worn
year round
on campus

35

Teams of RSO,
and others

1,331

Dancers Last Year

\$1,654,549.60

All Time Raised at UNL

University of Nebraska-Lincoln
Student Organization
Philanthropy & Service Award
2019-2020

Potential Reach of Sponsorship

Money can be put towards things like



\$20
Booster car seat



\$100
Stethoscope



\$200
Infant scale



\$300
Temporal
Thermometer



Monetary Sponsorship Levels

The University of Nebraska Dance Marathon is a nonprofit IRC Sec. 501(c)(3) organization. All donations are tax deductible. Listed below are our Sponsorship Levels, including the incentives that your company would receive. UNDM is more than willing to tailor these levels to each company's business model in order to create a mutually beneficial partnership for both parties involved. To set up a meeting, contact Jacob Zadalis and Jared Mulder at corporate.sponsorship@unldancemarathon.com.

	\$100 - 249	\$250 - 499	\$500-999	\$1000-4999	\$5000+
Small Decoration at Huskerthon with logo	X	X	X	X	X
Certificate of Donation	X	X	X	X	X
Large Decoration		X	X	X	X
Logo on T-Shirt		X	X	X	X
Instagram Shoutout - Story			X	X	X
Snapchat filter			X	X	X
Table at event				X	X
Staff presentation				X	X
Check presentation at HuskerThon				X	X
Banner				X	X
DM Hero Award					X
Instagram post					X
Sponsor hour with video presentation					X
Logo printed on the final total numbers with tag on the reveal post					X
Miracle family sponsor					X

Other Ways to Sponsor

Hosting a Percentage Night:

Partner with us for a day and give a portion of your proceeds to UNDM, or advertise for a specific product that customers can

Monetary:

Monetary donations are versatile as they can go toward operating costs of HuskerThon and/or our grand fundraising goal. (Levels listed above on page 9)



In-Kind:

In-kind donations are greatly appreciated, as they can go toward our silent auction, fundraising incentives, and event costs.

Event Catering:

With HuskerThon spanning over the course of 12 hours, we provide food to all of our participants. Meals, drinks, and snacks are greatly appreciated. We often need food donations for community events throughout the year as well.

Donation Matching Hour:

Partner with us during a “fundraising push day” to provide an hour of the day where all donations made to UNDM are matched by an amount of your choosing.

Thank you!

On behalf of University of Nebraska Dance Marathon and Children's Miracle Network Hospitals, we would like to express our appreciation for your consideration of our cause: one generation fighting for the next. As fortunate as we are to fight For The Kids all year, our efforts wouldn't be nearly as successful without our sponsors' crucial support. We hope your organization will join us in fighting for future generations, and we are looking forward to working with you and your business in the future!

Please direct any questions you may have to the following individuals:

Jacob Zadalis and Jared Mulder
Directors of Corporate Sponsorship
corporate.sponsorship@unldancemarathon.com

