

The background of the entire page is a black and white photograph of a group of students at a dance marathon. In the foreground, two young women are smiling and looking towards the right. In the background, other students are visible, some wearing hats and holding cameras. The scene is set in a large, brightly lit indoor space with a high ceiling and long fluorescent lights.

UNIVERSITY OF NEBRASKA DANCE MARATHON  
**SPONSORSHIP  
OPPORTUNITIES**

# 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 12-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.

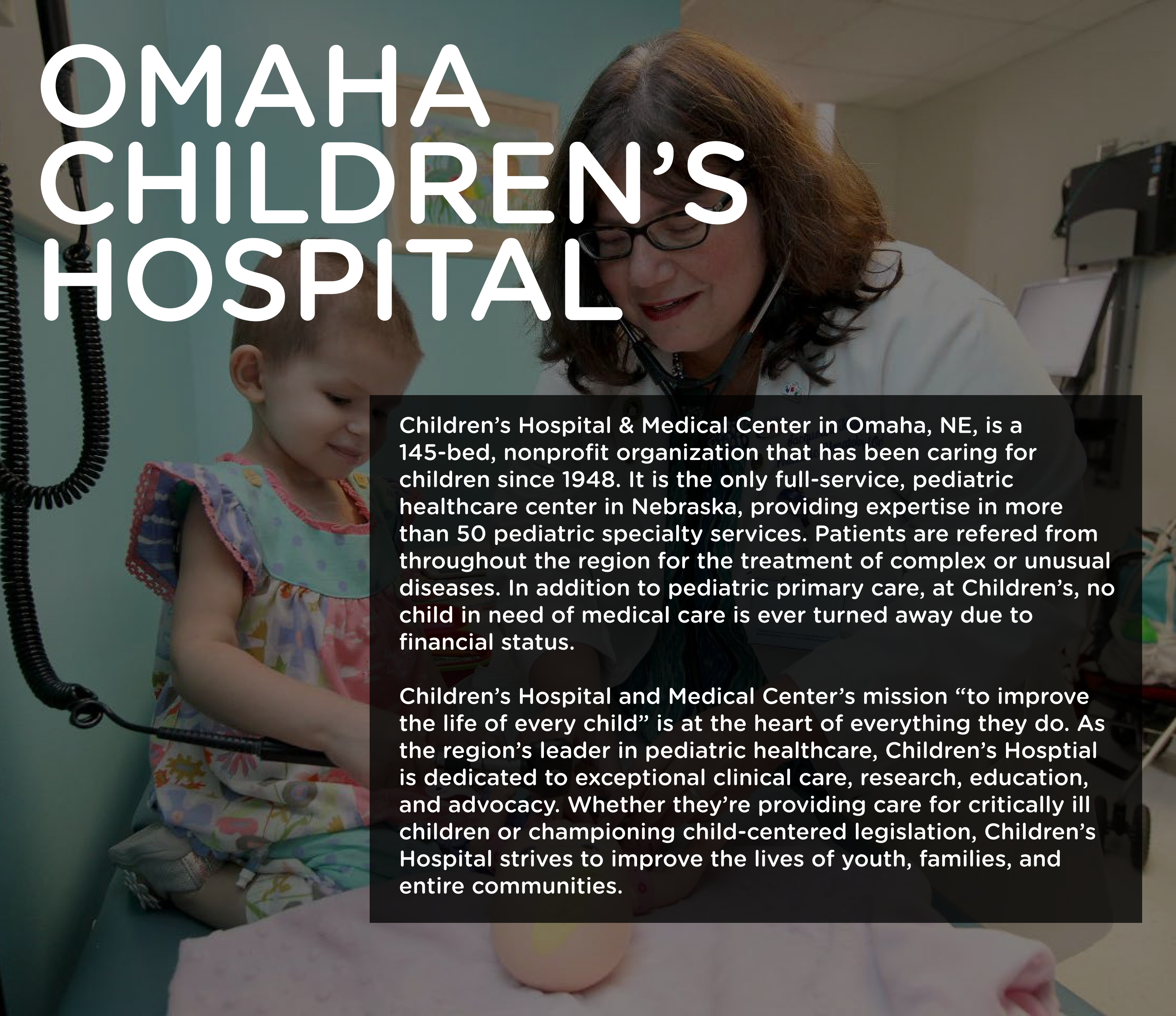
UNDM's mission is to involve campus and community members in fundraising for and increasing awareness about Children's Hospital and Medical Center.

## OUR MISSION

## OUR VISION

At the University of Nebraska, we take immense pride in the communal experience of being a Husker and working to create a better tomorrow. UNDM's vision is two-fold: we'll first strive to promote a positive and prevalent culture on campus, leaning on our Husker Pride, which will ultimately translate to the steadfast support of Children's Hospital and Medical Center in Omaha, NE.





# OMAHA 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 unusual 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 and 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.



WHY

WHY

WHY

WE DANCE



KADEN KUNZE  
Type 1 Diabetes



WILLA GARDNER  
VACTERL  
Association



ANNA BARRET  
Down Syndrome  
Congenital Heart  
Deffect



LANDON CRRAWFORD  
Melanotic  
neuroectodermal  
tumor of infancy



SAGE MEIER  
Hydrocephalus  
Cerebral Palsy.



BRADYN JINDRA  
Lennox Gaust  
Syndrome



CHOLE JINDRA  
Epilepsy



MALORY ROLLINS  
Opsoclonus  
Myoclonus  
Syndrome



MALCOLM THORNOCK  
Neuroblastoma

1,157

CAMPUS PARTICIPANTS

2,340

FACEBOOK FOLLOWERS

1,158

INSTAGRAM FOLLOWERS

4

YOUTH DMS

5

COMMUNITY EVENTS

1,104

TWITTER FOLLOWERS

# UNDM IN NUMBERS

\$237,402

RAISED IN 2020

\$1,400,000

RAISED SINCE 2002?



# BECOMING A SPONSOR

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. In recent years, our sponsors have allowed us to implement programming that has been nationally recognized for its success and ingenuity. Our improved entertainment and food at HuskerThon, as well as our yearlong programming, have decisively increased our dancer attendance, retention, and fundraising totals. Of over 300 schools in the nation, ours ranked top 10 in monetary growth last year. With your help, this momentum can continue.

Choosing to support our dedicated organization does not come without its benefits. By donating to your Children's Hospital through UNDM, a cause worthy enough of your donation in and of itself, you gain a community partner intent on developing a personalized plan to instill your brand into our devoted dancers' hearts. What's more, you'll establish your company as a fundamental accelerant in our program's continued growth, a decision whose impact will only become more prevalent as UNDM continues to grow. Throughout our partnership, though, you'll come to find these amenities to be trivial in the light of our ultimate goal--ensuring no child or family at Omaha Children's fights pediatric illness or injury alone. We hope your organization will join us in fighting for the next generation.





**4,493**

TOTAL MEDIA  
FOLLOWERS

**1157**

DANCERS

**2,000**

TOTAL MEDIA  
IMPRESSIONS

# COMMUNITY OUTREACH

**600**

EVENT  
ATTENDEES

**22**

TOTAL  
SPONSORS

**11,800**

TOTAL MEDIA  
REACH



## BLOCK PARTY

The annual UNDM Block party will take place this year on Oct. 2nd in the Mier Commons outside the Nebraska Union from 4-8 p.m. The Block Party is used as a recruitment opportunity for students to meet our miracle children and listen to family testimonials. This year the event will feature local talents performing various acts, including the Nebraska pep band. There will be food, drinks and entertainment provided at this year's event, all while being socially distant.

## MR. UNDM

Mr. UNDM is another annual event that features contestants from various organizations across campus, competing in a pageant for the title of Mr. UNDM. Contestants compete in three different categories: formal wear, talent and UNDM wear. After the pageant the audience is able to bid on the contestants for a date of the contestant's choice.



# COMMUNITY EVENTS



# HUSKERTHON 101

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## MORALE DANCE

Choreographed dance performed every hour, on the hour, to keep energy high.

## TALENT SHOW

Guaranteed tear jerker to showcase our miracle kids' passions.

## FAMILY TESTIMONIES

To reinforce our “why,” we listen to the journeys our miracle families take.

## BRACELET CUTTING

A ceremony of the night to commemorate all the kids fighting in the hospital.

## FUNDRAISING REVEAL

Final event of the night that shows the product of all our hard work.

## OUTSOURCED ENTERTAINMENT

Acts such as dueling pianos, a hypnotist, and acapella groups to entertain our miracle families and miracle makers.

## RAVE

Glow in the dark dance party to celebrate the completion of HuskerThon.

## COMMUNITY HOUR

An opportunity for vendors and sponsors to table and tour our event.

## RAISE TO SHAVE

A fundraising event that is incentivized by miracle markers volunteering to shave their heads when a certain goal is met.



## LEVEL 1

- + OPPORTUNITY TO PROVIDE SMALL PROMO ITEMS IN BAGS DISTRIBUTED AT MAIN EVENT
- + LOGO ON MAIN EVENT SHIRT
- + INVITATION TO COMMUNITY HOUR

## LEVEL 2

- + HYPER LINKED LOGO ON UNDM'S WEBSITE

## LEVEL 3

- + TICKETS TO MIRACLE TALENT SHOW
- + COMPANY BANNER AT MAIN EVENT
- + TWO HOUR BOOTH AT MAIN EVENT

## LEVEL 4

- + PERSONALIZE SOCIAL MEDIA POST
- + CHECK PRESENTATION

## LEVEL 5

- + SPEECH AT MAIN EVENT
- + COMMERCIAL SHOWN AT MAIN EVENT

# DONATION LEVELS



# WAYS TO SPONSOR UNDM

## MONETARY DONATION

Monetary donations are versatile as they can go toward operating costs of HuskerThon and/or our grand fundraising goal.

## 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.

## 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.

## IN-KIND DONATION

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

## HOST 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 enjoy for a donation to UNDM.



A large group of young people, mostly women, are gathered at what appears to be a dance marathon event. They are wearing colorful, tie-dye t-shirts and have their arms raised in the air, cheering and pointing upwards. The background shows a wooden structure and a red logo on a wall. The overall atmosphere is energetic and celebratory.

**WANT TO BE A PART OF THE  
GENERATION FIGHTING  
FOR THE NEXT?**

**CONTACT US FOR MORE INFORMATION**

**PEYTON POTRATZ & JOEY CARRIGAN**

**[corporate.sponsorship@unldancemarathon.com](mailto:corporate.sponsorship@unldancemarathon.com)**