NOVAdance has raised over

$300,000

to fight pediatric cancer!

"If people ask what NOVAdance means we would say strength for the fight against pediatric cancer and love for these heroes."

--Plocharz Family

NOVAdance

for the kids!

Each year, NOVAdance continues to grow in size and impact. In 2016, we surpassed our goal and raised $167,123.40 for the Andrew McDonough B+ Foundation. With your support, we can do even more to fund research and support the families and B+ Heroes battling pediatric cancer.

Come see how you can be a part!

2017

NOVAdance

FOR THE KIDS

Letter to Sponsors

Lilly is a spunky, loving and energetic 10 year old who loves to sing, dance, and be in the spotlight. However, Lilly has been battling a large optic glioma (tumor behind her eye) since the young age of 6. Along with singing, dancing, and putting on a show for her friends at school, Lilly undergoes chemotherapy for 3-4 hours a week. A sick child should be his or her parents' only concern. Yet for Lilly's family and so many others, this worry is compounded by the constant weight of medical bills.

Since 2013, NOVAdance has unified students at Villanova University to make a difference in Lilly's life and the lives of other children fighting pediatric cancer. Each spring, over 900 people attend our 12 hour NOVAdance Marathon to benefit the Andrew McDonough B+ Foundation. The B+ (pronounced Be Positive) Foundation is a national 501(c)3 nonprofit whose mission is to provide both financial assistance to families affected by pediatric cancer and funding for research to find a cure. 95 cents of every dollar donated to the B+ Foundation goes directly to these causes.

Each year, NOVAdance continues to grow in size and impact. In 2016, we surpassed our goal and raised $167,123.40 for the kids. With your support, we can do even more to help families with children battling pediatric cancer like Lilly's. With four levels of sponsorship available, we will work with your business to build a mutually beneficial relationship that ultimately benefits the kids.

We appreciate your consideration to fight childhood cancer with NOVAdance and would love for you to become part of our NOVAdance family. Please feel free to contact us with any questions you have. We look forward to working with you!

Elizabeth Napierkowski
Corporate Sponsorship Chair

Antonio Renaldo
Co-Executive Director

Stephen Perrotti
Co-Executive Director

LEVELS OF SPONSORSHIP

	Bronze Level $250 - $499	Silver Level $500 - $1,999	Gold Level $2000 - $4,999	Platinum Level $5,000+
Company table at NOVAdance Marathon				✓
Plaque presentation at NOVAdance Marathon and title sponsor of lead up NOVAdance fundraiser				✓
Gifting of personalized plaque			✓	✓
Recognition at lead up NOVAdance fundraiser			✓	✓
Naming rights to an hour of the NOVAdance marathon (while available)			✓	✓
Sponsorship level recognition on NOVAdance t-shirt		✓	✓	✓
Sponsorship level placement of company banner at marathon	✓	✓	✓	✓
Social media "shout out" on Instagram	✓	✓	✓	✓
Logo on website (sponsorship page)	✓	✓	✓	✓
VIP invitation to NOVAdance Marathon	✓	✓	✓	✓
Website recognition	✓	✓	✓	✓
Pre-total reveal thank you at Marathon	✓	✓	✓	✓
"We support NOVAdance" storefront decal	✓	✓	✓	✓

DONATION JAR LEVEL

Display a NOVAdance Donation Jar at your business and collect money to help the fight against pediatric cancer!

Perks include:

Monthly Donation Jar Social Media Shoutout

Display business logo at dance marathon this March

“Shout out” to your business at the NOVAdance Marathon

”We support NOVAdance” storefront decal

Your business’ name will be connected to any gift cards or raffle prizes you are willing to donate to the event.

NUMBERS

year Totals and social media

IN 2014 WE RAISED

$68,000

IN 2015 WE RAISED

$102,657

IN 2016 WE RAISED

$167,123

TOTAL

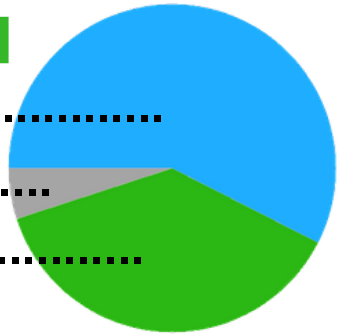
$337,700

DONATION BREAKDOWN

Family Assistance 57%

Admin 5%

Research 38%



SOCIAL MEDIA

Facebook Page Likes:	1,411
Facebook Weekly Engagement:	2,321
Facebook Weekly Reach:	5,966

Instagram Followers:	1,049
Instagram Weekly Engagement:	796
Instagram Weekly Reach:	4,393

"LET US SACRIFICE OUR TODAY SO THAT OUR CHILDREN CAN HAVE A BETTER TOMORROW. "

-A. P. J. Abdul Kalam

2016 Sponsorship Pledge

CONTACT INFORMATION

Company Name _____

Contact Name _____

Address _____

City, State Zip Code _____

Phone _____

Email _____

SPONSORSHIP LEVEL

Your Sponsorship is Fully Tax-Deductible

Platinum ☐ $_____

Gold ☐ $_____

Silver ☐ $_____

Bronze ☐ $_____

We Are Unable to Participate as a Full Sponsor Please Accept the Contribution For: $_____

PAYMENT METHOD

If you are pledging to be a sponsor, please send an email to: **sponsorship@novadance.org**

CONTACT US

If you are interested in supporting NOVAdance, you can either mail in the above form to:

The Andrew McDonough B+ Foundation
101 Rockland Circle
Wilmington, DE 19803

Or you can contact us via email at:
sponsorship@novadance.org
or via phone at:
(215) 475-1777

Visit our NOVAdance webpage at NOVAdance.org

WHY SUPPORT NOVAdance?

I'm Not Afraid I will Be Brave!
-Lilly

"The students have gone out of their way to have events during the school year for us families. As parents with a child going through their "journey" as we call it, it is a blessing to have the siblings involved and loved by these students. Since the very first NOVAdance we have felt like family and indeed we are."

-Parents of B+ Hero Lilly

NOVAdance has been great to our family. They include us in fun events. They support Rebekah and her brother and spend time with them. Rebekah likes it because she gets to hang with her sisters from Alpha Phi. All the college students are so nice to all of us. We are thankful for them.

-Jacobson Family