

UNI DANCE MARATHON

CORPORATE PARTNERSHIP PROGRAM
2018 - 2019





ABOUT DANCE MARATHON

What is UNI Dance Marathon?



UNI Dance Marathon is a student organization that raises money for the University of Iowa Stead Family Children's Hospital and the Children's Miracle Network. The money that is raised goes towards four things; research, education, equipment and enhancements. These four things will help the children and families to feel as close to home as possible during their stay at the hospital. With the help of UNI students as our dancers we have a goal to raise \$500,000 in our seventh year. Our year will conclude with a BIG EVENT on March 3, 2018. During this time, our dancers will stand from 12 pm to 12 am. They will also get the chance to hang out with our UNI Dance Marathon Kiddos that have been and are being treated at the University of Iowa Stead Family Children's Hospital and their families.

Vision Statement

As a part of UNI Dance Marathon, we will center our efforts around our Miracle Families and use them as our driving force. With our Families at the forefront, we will seek to push the limits of what is possible with a motivated "never give up" attitude. Our mission will be to wholeheartedly fundraise with an actual goal in mind: Ending childhood illness. By providing support that fosters new ideas, growth and leadership, member involvement, and overall dedication to our organization, we will prove that THIS generation IS fighting for the next.





OUR REACH

UNI Dance Marathon offers our partners the opportunity to engage with thousands of driven students year-round. Support from our partners empowers these students to reach higher fundraising goals and cultivate a spirit of philanthropy through the Cedar Valley.

As one of the most highly visible organizations on campus, UNI Dance Marathon increases the visibility and recognition of your company with our extensive network of supporters. Our outreach expands beyond our campus grounds as we actively participate in community events in the Cedar Valley and generate overall excitement for our Big Event.

EXPOSURE

Combined **8,000 followers** on social media

Average of **4,000 impressions** on every post

Highest post engagement was **over 31,000**

Over **1,200 college student** members

15 elementary and high school partners in the Cedar Valley

Events that are open to the **community**



SPECIFIC NEEDS

\$4,000 -- WATER BOTTLES

These water bottles are high quality and bright orange, containing both UNI Dance Marathon's logo and your company's logo as the bottle's focal point. Use of the water bottles carries on into the year, resulting in easy and constant advertising.

How this helps: We recognize the need for the dancers to remain hydrated throughout the Big Event and encourage sustainable practices.

\$3,000 -- LIVE STREAM

We live stream our Big Event for all those who cannot make it and for the community members (near and far) who want to stay involved. This stream lasts the full 12 hours and offers a lot of marketing opportunities for our partners. Organizations have the opportunity to have a commercial during the live stream.

How this helps: Allows us to broadcast the Big Event to a worldwide audience and show our donors the impact of their donation.



What does it mean to be a part of Dance Marathon?

It means changing lives. It changes the lives of the college students who choose to give up their time to be a part of something bigger than themselves. It creates leaders who fight for those who can't. It sparks a passion that people didn't even know they had.

It means being selfless. The students that dedicate their time to this organization give up their weekends and free time to support the 62 children that enter a Children's Miracle Network Hospital EVERY MINUTE. It looks to help families who have been through the unimaginable in any way possible. It is an unbelievably rewarding process that creates the most valuable of relationships and lasting memories.

It means being a source of hope. Dance Marathon reaches out to families when they are going through the hardest moments of their lives. It turns kiddos stuck in hospital rooms, into superheroes capable of anything. It gives parents the reassurance that they don't have to face this alone. It creates joy, and laughter, and the chance for a kid to just be a kid.

Our Dancers join this organization for a variety of reasons, but the reason they stay is always the same: they get the chance to change the world, to change the community that they live in RIGHT NOW.

We are driven students with an extremely important cause: ENDING CHILDHOOD ILLNESS.

Dance Marathon means the world to us and has made a lasting impact on everyone involved.

Want to be a part of our movement?

Always For The Kids,
Annie Lawler
Director of Corporate Partnerships
corporatepartnerships@unidancemarathon.com
(515)344-6401



THANK YOU!

We are looking forward to
working with you and your business.

Please contact us with your
questions or concerns.

Annie Lawler

Director of Corporate Partnership
corporatepartnerships@unidancemarathon.com
(515) 344-6401

Mariah Staebell & Abbey Koerperich

Executive Director
director@unidancemarathon.com
(815) 622-8561 | (563) 513-1076

www.unidancemarathon.com

facebook.com/UNIDanceMarathon

@UNI_DM

@UNI_DM

@UNI_DM

youtube.com/UNIDanceMarathon

