

UNI DANCE MARATHON

SPONSORSHIP PROGRAM
2016 - 2017



miracle
network
dance
marathon



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First and foremost, I would like to thank UNI Dance Marathon's current partners for their support of UNI DM's mission. As a result of this commitment, UNI DM has been able to make significant contributions to the kids and families in the Cedar Valley who have been treated at the University of Iowa Children's Hospital. Our partners also give University of Northern Iowa students the opportunity to grow and develop as leaders through UNI DM, and these students have also come to understand the importance of giving of themselves and finding their true purposes. I am confident in my belief that the students who power UNI DM today will be the future leaders of our society and that they truly will make a positive impact to our world.

It is my honor to serve as UNI DM's Director of Sponsorship, and it is my mission to embrace this opportunity to not only support our engaged student members, but also to work to support the kids and families at U of I Children's Hospital.

UNI DM's mission is quite clear - we want to enhance the student experience, promote the value of philanthropy, establish a spirit of service, and cultivate relationships between members of our community. In doing so, we are confident that UNI DM will have the power to end childhood illnesses.

Since its inception in 2012, UNI DM has grown in unprecedented ways. Right out of the gate, the students at UNI broke a 20 year old national fundraising record for a first year program in raising over \$56,000. Since then, UNI DM has continued to set the bar for Miracle Network Dance Marathon programs in the country, benchmarking ourselves against some of the biggest programs who have been around for many more years than us. UNI DM has been so successful because of its most valuable asset - its people. The people who have supported UNI DM over the past 5 years have made the organization what it is today.

I invite and encourage you to join UNI DM. Join the movement thousands of students at UNI have joined to help end childhood illnesses. Without you, UNI DM's mission cannot be fulfilled. Without you, UNI DM cannot continue to provide opportunities for students to realize their fullest potential. Without you, we cannot end childhood illnesses.

UNI DM looks forward to another record-breaking year for UNI DM, and I hope you will become a proud partner of an organization that truly embodies the spirit of being one generation fighting for the next. Join us in believing that no child deserves to fight alone.

Everyday FTK,

Chelsea Roehm
Director of Sponsorship, UNI Dance Marathon

GOLD LEVEL

\$2,000+

- Benefits from the Silver and Bronze Sponsorship Levels
- Hour Sponsor at the Big Event
- Business banner displayed at the Big Event
- Promotional materials in dancer registration bag
- Address dancers and present a check on stage at the Big Event
- Booth space at the Big Event during opening hours
- Free admission for 2 employees for the duration of the Big Event
- Social media shoutouts from UNI DM organizational accounts and our constituents the week of your choosing

SILVER LEVEL

\$1,000+

- Benefits from the Bronze Sponsorship Level
- Business logo printed on all shirts given to Big Event participants
- Business logo displayed on our website
- Window sticker for your business
- Recognition on TV screens in the union during the Big Event

BRONZE LEVEL

\$500+

- Business name listed on our website
- Business name listed on material in dancer registration bag
- Certificate of Appreciation
- Verbal recognition at the Big Event
- Tour of the Big Event
- Group social media shoutout



SPECIFIC NEEDS

\$6,000 -- UNION FEES

Donating to this specific need makes you a presenting sponsor with recognition throughout the Big Event and your organization's logo printed on a poster board and featured during the Big Reveal.

How this helps: Covers all costs associated with set up, tear down, and renting the University of Northern Iowa Maucker Union facilities for our Big Event.

\$4,000 -- WATER BOTTLES

Orange, branded water bottles will be purchased with the UNI DM logo and your organization's logo printed on the side. We purchase higher quality water bottles that dancers use year round, putting your organization's logo in their hands on a daily basis.

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

\$1,500 -- LIVE STREAM

Covers the costs associated with bringing in a production company to provide a 12 hour continuous live stream of the Big Event.

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

IMPACT OF PARTNERING

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

The Numbers

12 Hour Dance Marathon
20 Special Event Fundraisers
1,200 Student Participants
12,000 Students at UNI
1,200 shirts with sponsors' logo
5,000 average monthly website views
3,000 Live stream views during the Big Event

Social Media

Facebook Followers: 3,900+
Twitter Followers: 1,800+
Instagram Followers: 1,000+
Snapchat Followers: 750+

Social Media during the Big Event

Facebook Engagement: 30,000
Twitter Engagement: 42,000
Instagram Engagement: 1,800

**THANK
YOU!**

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

Please contact me with your
questions or concerns.

Chelsea Roehm

Director of Sponsorship

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(563) 349-7652

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