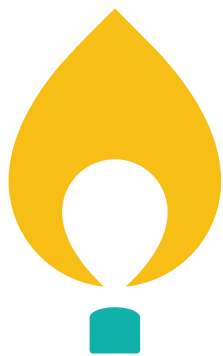




# Sponsorship Packet



**saint louis university**  
miracle network  
dance marathon



**Children's  
Miracle Network  
Hospitals**  
of Greater St. Louis



# WHAT IS SLUDM?



Saint Louis University Miracle Network Dance Marathon is a year-round fundraising and awareness effort in the St. Louis community for Children's Miracle Network Hospitals of Greater St. Louis. At our main event, students celebrate our success by standing for 12 hours, in honor of every obstacle that patients in pediatric hospitals must overcome. All proceeds are split evenly between two local children's hospitals: St. Louis Children's Hospital and SSM Health Cardinal Glennon Children's Hospital. Our contributions are used where they are needed most, including, but not limited to, purchasing life-saving medical equipment, helping families with expenses associated with prolonged medical stays, and funding therapy programs for the kids.



**OUR IMPACT**

Since our first Dance Marathon in 2011, we have raised over \$655,000 for Children's Miracle Network Hospitals.

At our first Dance Marathon in 2011, we raised \$28,583.71. In 2015 alone we raised over \$200,000!

**OUR REACH**

- Facebook Likes:** Over 1,800 likes
- Twitter Followers:** Over 800 followers
- Instagram Followers:** Over 300 followers
- Number of Registered Participants in 2015:** 1,230
- Number of Individual Donors in 2015:** 3,000+
- Number of Sponsors in 2015:** 25+

**HELP US MAKE MIRACLES**

With a donation of...

**\$250**

Supply safe car seats for 5 families who cannot afford them

**\$500**

Sends a child to Camp Rhythm (a camp for children with heart defects) for a week

**\$1,000**

Provides education and training to 30 families whose child has been diagnosed with diabetes

# SPONSORSHIP BENEFIT LEVELS

## **Bronze Level (\$250-\$499)**

- 501(c)(3) tax benefits
- Tour of St. Louis Children's Hospital or SSM Health Cardinal Glennon Children's Hospital
- Company name/logo displayed at the main event

## **Silver Level (\$500-\$999)**

- Company name/logo on sludm.org
- Choice of two posts on any of our social media platforms to promote and thank company

## **Gold Level (\$1,000-\$2,499)**

- Company name/logo on dancer t-shirt\*
- Invitation to Sponsor Reception at main event

## **Platinum Level (\$2,500-\$4,999)**

- Table at event to hand out promotional items
- Sponsor a satellite room or themed hour at main event

## **Executive Level (\$5,000+)**

- Stage naming rights at main event
- Onstage recognition at main event

Every level includes all benefits from lower sponsorship levels. At SLUDM, we work to form mutually beneficial partnerships with our sponsors. If there is something your organization desires, we are more than willing to work with you to meet both of our needs.

\*Must be a confirmed sponsor by November 1st

## MONETARY DONATION

We offer several different sponsorship levels, starting at just \$250, with each including various incentives and marketing opportunities. These funds either contribute to our grand total, or help us underwrite costs associated with planning the event.

## IN-KIND DONATION

These items will be used either the night of the event for our raffle table or silent auction, or throughout the year as fundraising rewards for our dancers. In-kind donations are awarded a sponsorship level depending on the value of the gift. Examples of in-kind donations include merchandise and gift certificates.

## FOOD DONATION

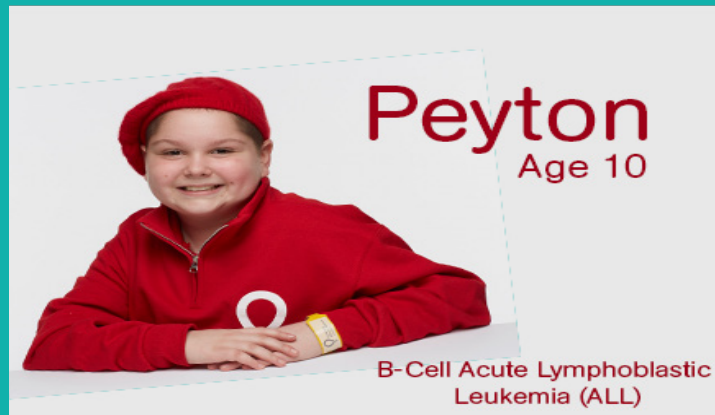
SLUDM provides food for more than 1,200 dancers over the course of our 12 hour event. These energizing meals and snacks are crucial to the success of our event as they alone sustain participants from 3pm to 3am. Additionally, SLUDM welcomes catering sponsors for several other events throughout the year. Food donations are rewarded a sponsorship level depending on the value of the donation.

## MATCHING DONATION

Challenge SLUDM by offering to match a specified 1:1 ratio of your choice. Examples include donating a particular dollar amount for every registered participant or matching the amount of money we raise within a specific period of time.

## Peyton

Peyton was diagnosed with Acute Lymphoblastic Leukemia (Cancer in her blood) in April 2015. After 4 weeks of chemotherapy and steroids, dealing with treatment-induced diabetes, and enduring spinal-taps every 3 months, Peyton's story took a miraculous turn. She is now in remission! She will continue outpatient treatment at St. Louis Children's Hospital for 2 more years to ensure she stays cancer free. Peyton is now 10 years old; she loves dancing, amusement parks, and listening to Taylor Swift! And she has dreams of one day joining her younger sister in playing ice hockey for the St. Louis Lady Cyclones!



## Evie

Evie was diagnosed with Spina Bifida before she was even born. Born 3 weeks early, she underwent surgery to close her spine, and spent 10 days in the NICU at SSM Health Cardinal Glennon Children's Hospital. At 5 weeks old, Evie underwent another surgery to take care of excess fluid building up around her brain. Just a few months later, after multiple additional trips to the emergency room, she was diagnosed with Arnold Chiari Malformation Type II, and subsequently required another brain surgery. Evie, now two 2 years old, has been healthy since then and has even learned to start walking with the help of a walker! She has lovingly earned the nickname "diva princess" by her family, friends, and medical team.





## For more information, please contact:

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Sponsorship Chair  
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651-403-3426

## Thank you to our 2015 Sponsors!

Orion Development Group  
JG Murray Foundation  
Raising Cane's  
Pickleman's  
St. Louis Cardinals  
Panera Bread  
St. Louis Blues  
Coronado Place and Towers  
Arthur J. Gallagher  
Parking and Card Services  
Bergfield Recreation

Student Involvement Center  
STL Sportswear  
Old Spaghetti Factory  
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