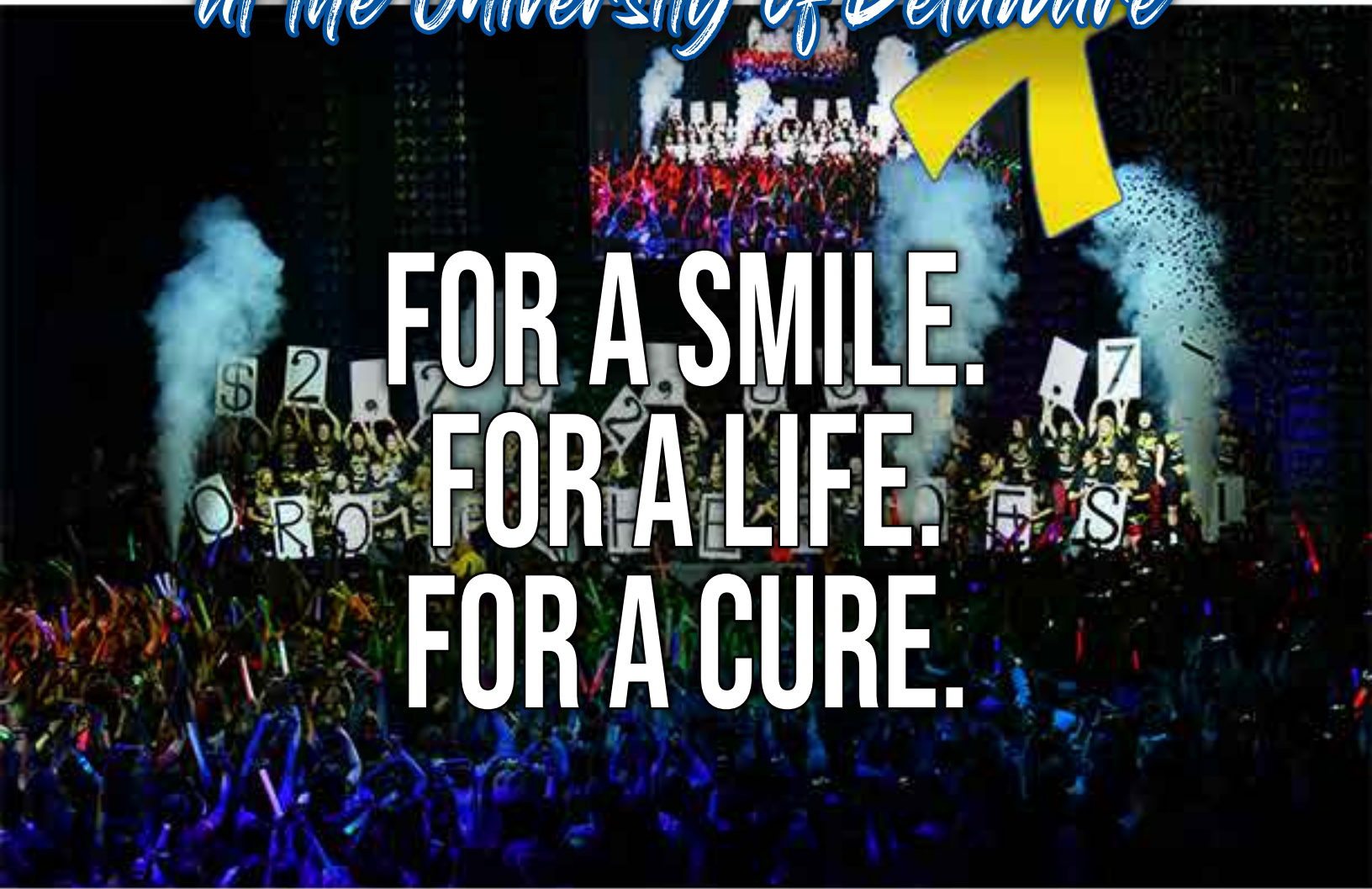


# UD DANCE

*at the University of Delaware*



**FOR A SMILE.  
FOR A LIFE.  
FOR A CURE.**

**DANCING TO GIVE  
KIDS A TOMORROW**

Benefitting The  
Andrew McDonough  
B+ Foundation

"I couldn't be more proud of my fellow Blue Hens. UDance has been the engine that has driven the growth of The Andrew McDonough B+ Foundation and allowed us to become the largest provider of financial assistance to families of kids with cancer in the U.S. And, equally important, UDance has enabled us to fund cutting-edge research which is truly 'changing the game' in childhood cancer research. With students like these, the future is very bright!"

-Joe McDonough, founder of The Andrew McDonough B+ Foundation



Dear UDance Community,

Every school day 46 kids are diagnosed with cancer, making childhood cancer the #1 cause of disease-related deaths in the United States. Together, with our partners, we will change that statistic. Since our inception in 2007, UDance at the University of Delaware has raised over \$13 million dollars for our sole beneficiary, The Andrew McDonough B+ Foundation. We are thankful for our incredible partners, who continue to support us despite the uncertainty of the world around us.

UDance is essentially, "kids helping kids fight cancer." Students, faculty, alumni and supporters in the UDance community are determined to create a better world by dancing for those who can't. In addition to providing emotional and financial support to families, The B+ Foundation funds cutting-edge research that saves lives. We are truly changing the landscape of childhood cancer together, as a community.

Throughout the past year, we have watched the UDance community band together, face countless challenges, and find success amongst adversity. Our goal in our 15th year of UDance is to continue to be resilient through these challenging times because, now more than ever, children with cancer need us.

UDance has taught us that we have the power to better the lives of others and truly change the world. Because of your support, we are one step closer to a world without childhood cancer. We hope that you will join us in this tradition. Our UDance community is stronger with you in it, and one day, we can't wait to dance in celebration of a cure.

For a Smile. For a Life. For a Cure.

For The Kids,  
Sara Donnelly and Maria Lilley  
Co-Executive Directors  
UDance Dance Marathon  
udance2021@gmail.com

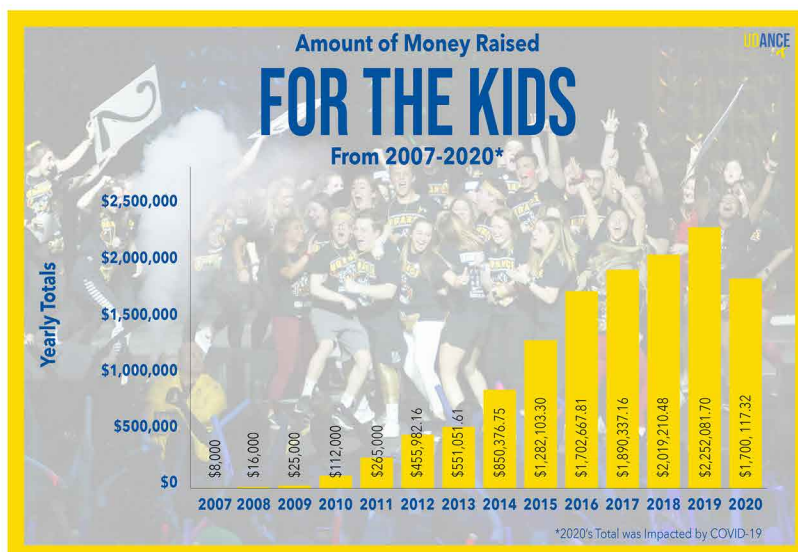
# UDance's Beneficiary

# THE ANDREW MCDONOUGH B+ FOUNDATION



UDance 2020 raised \$1,700,117.32 for our B+ Heroes and The Andrew McDonough B+ Foundation, despite cancelling our event due to COVID-19. This money funds critical cutting-edge medical research and provides assistance to families who are battling childhood cancer.

The Andrew McDonough B+ Foundation honors the life and legacy of Andrew McDonough who passed away at the age of 14 from AML Leukemia. Andrew's B+ blood type became the perfect message - BE POSITIVE - to reflect how he lived his life and how he inspired others to do the same. Throughout his short 14 years of life and still today, Andrew has inspired hundreds of thoughts to B+ and "Live Like Andrew." The foundation was started by Andrew's family to continue spreading the message that B+ "is not a grade, it's an attitude."





# WHAT IS **UDANCE**?

UDance is a year-long effort to raise funds and awareness for the fight against pediatric cancer at the University of Delaware. This effort culminates in a 12-hour dance marathon every spring. It is the largest student-run philanthropy on campus and has donated over 13 million dollars to The Andrew McDonough B+ Foundation over the past fourteen years.

UDance along with The B+ Foundation seek to provide emotional and financial support to families affected by childhood cancer across the country. Childhood cancer is the #1 cause of death for children and teenagers. 46 children are diagnosed with cancer every day. Our organization strives to ensure that all children live the long and joyful lives they deserve.

## IN 2020 ALONE...

**140+**

student organizations  
involved

**6500+**

year-round UDance  
participants

**2500+**

families affected by  
childhood cancer helped

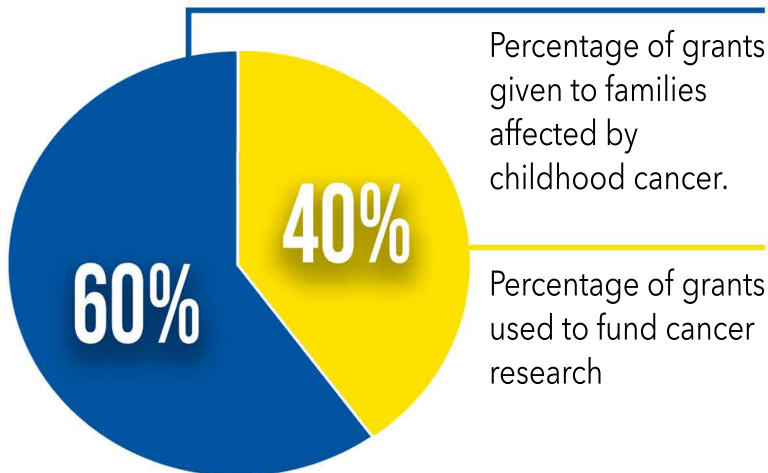
# BY THE NUMBERS

Since 2007, we have raised...



UDance has helped OVER 10,000 families of kids with cancer to be able to help pay for other critical living and medical expenses. This has allowed these families to focus on what's most important - their child's life or death battle. 100% of the total raised at the end of UDance goes directly to the Andrew McDonough B+ Foundation.

## Where the money goes:



## More numbers:

143 Teams

6,932 Participants

54,734 Donors

36 Corporate sponsors

97¢ of every \$1 donated directly benefits The Be Positive Foundation

# SOCIAL MEDIA





# SPONSORSHIP LEVELS

## *Warrior:* IN-KIND DONATION

Reach out to [communityoutreachudance@gmail.com](mailto:communityoutreachudance@gmail.com) for more information about in-kind donations. In-kind donations will be applied to packages at retail value.

## *Advocate:* \$500-\$999

Shoutout in the UDance Newsletter distributed to 12,500+ participants, alumni, faculty, community members.

## *Supporter:* \$1000-\$1749

- Same benefits as Advocate
- Two hour table space on day of UDance
- One Facebook shoutout

## *Believer:* \$1750-\$2999

- Same benefits as Supporter
- Four hour table space on the day of UDance
- Featured year round at all UDance events from when we receive check
- Company logo on corporate banner displayed at UDance Dance Marathon

## Champion: \$3000-\$5500

- Same benefits as Believer
- One Instagram story, one LinkedIn post, one Facebook shoutout
- Small company logo printed on 6500+ shirts distributed to all participants
- Invitation to hand out company merch at UDance registration with 3000+ attendees
- Company can sponsor a line dance, in which businesses will be announced and featured on the big screen during the hour.

## Guardian: \$5500-\$9999

- Same benefits as Champion
- Two Facebook shoutouts, one Instagram post, one Instagram story, one LinkedIn post
- Company logo included in UDance promo videos
- Large company logo printed on 6500+ shirts distributed to all participants
- Spoken recognition at UDance
- Logo recognition on livestream of UDance Dance Marathon

## Premiere: \$10000-\$19999

- Same benefits as Guardian
- Opportunity to present a check on stage at UDance
- Naming rights to part of the day of UDance (Ex. Silent Disco by Company X)
- Three Facebook shoutouts, two Instagram stories, two LinkedIn posts, one Instagram post

## Joint Partner: \$20000+

- Same benefits as Premiere
- Title sponsor at UDance Dance Marathon
- Personal Company Banner displayed at UDance Dance Marathon
- Snapchat filter on day of UDance

Packages can be customized to meet the needs of your individual organization. We offer every item in the packages on an individual level. To discuss the contents of your package, please communicate with the UDance Corporate Sponsorship Chair, Community Outreach Director or a B+ staff member.



# HOW TO DONATE TO

# UDANCE



For questions concerning UDance, sponsorship packages, or if you are seeking more information, please contact the UDance Community Outreach Team at:

[communityoutreachudance@gmail.com](mailto:communityoutreachudance@gmail.com)

Carly Sullivan: (516) 468-4065

Jayke Marsh: (631) 972-8486

[udance2021@gmail.com](mailto:udance2021@gmail.com)

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The Andrew McDonough B+ Foundation is a 501(c)(3) public charity.

