

2024 CORPORATE SPONSORSHIP GUIDE

UDANCE DANCE MARATHON

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



Dear Prospective UDance Sponsor,

UDance Dance Marathon is the largest philanthropic organization at the University of Delaware. This year will be the 18th Annual UDance and we are honored to continue to grow this organization, while raising funds and awareness for children battling childhood cancer. UDance and The Andrew McDonough B+ Foundation work closely to provide both emotional and financial assistance to families affected by childhood cancer. As an organization and a University, we have provided hope, support and memories to a multitude of families across the country.

Corporate Sponsorship of UDance Dance Marathon allows companies to make meaningful, lasting partnerships with UDance and The Andrew McDonough B+ Foundation. From making donations to being represented at events, sponsorship with UDance opens the doors to a variety of opportunities to make a difference in the lives of those battling childhood cancer, as well as significant advertising and media exposure for your company. Our sponsors gain the unique ability to connect with the University of Delaware community and the Greater Delaware community through our meaningful philanthropic cause.

UDance offers a range of opportunities for companies to join our fight against childhood cancer. Please consider joining us by making a monetary donation or inquiring about our other sponsorship opportunities as listed on [page 9](#). We look forward to partnering with your company to make a tangible difference in the lives of families battling childhood cancer, and promoting your company's contribution on our numerous social media and digital platforms.

We all have the ability to make a difference, but only a special group will act on the opportunity to be that change. Your sponsorship could save a child's life or fund the next research grant bringing us one step closer to curing childhood cancer.

Alex Kinsey & Jen Moran

Alex Kinsey & Jen Moran

Co-Executive Directors of UDance Dance Marathon



ABOUT OUR BENEFICIARY

THE ANDREW MCDONOUGH B+ FOUNDATION



The Andrew McDonough B+ Foundation is the nation's largest financial aid provider to families of children with cancer, assisting 18,000 families since 2007. Since 2007, UDance has raised **\$18.3 million** for the foundation as our sole beneficiary. Through our partnership, UDance has supported thousands of families and funded cutting-edge cancer research.



The McDonough Family (left to right): Ali, Joe, Andrew, Chris

"Live Like Andrew" and a "Be Positive" attitude are pillars of the B+ Foundation inspired by Andrew McDonough and the mission to maintain his legacy, after he passed away from AML Leukemia at just 14 years old. Andrew's B+ blood type became the perfect message to reflect how he lived his life and inspired others to do the same. The foundation was started by Andrew's family to continue spreading the message that B+ "is not a grade, it's an attitude."



UDance has been the engine that has driven the growth of The Andrew McDonough B+ Foundation and... 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



THE FOUNDATION BY THE NUMBERS

WHEN YOU DONATE TO THE B+ FOUNDATION, YOU HELP CHANGE THESE NUMBERS

The B+ Foundation is committed to maintaining low expenses to help more families, fund groundbreaking cancer research, & giving kids a voice by advocating for increased government funding.

46

Every school day, 46 children will be diagnosed with cancer.

#1

Childhood cancer is the #1 disease killer of children and teenagers, more than any other disease.

49

Every week, 49 children pass away from cancer.

YET CHILDHOOD CANCER RESEARCH IS UNDERFUNDED.

7%

Only 7% of the National Cancer Institute's annual cancer research budget is allocated to childhood cancer research.

75%

Survival rates, while improving, have leveled at around 75%.

3

In the past 35 years, only 3 new FDA-approved drugs were specifically developed to treat children with cancer.

UDANCE

WE'RE KIDS HELPING KIDS FIGHT CANCER

UDance is a year-long effort to raise funds and awareness for the fight against childhood cancer at the University of Delaware. This effort culminates in a 12-hour dance marathon each spring. It is the largest student-run philanthropy at UD, the fifth largest dance marathon in the country, and has become monumental for students, alumni, and the community. We strive to ensure that all children have the chance to live the long and joyful life they deserve.

With our financial assistance, UDance has allowed families to focus on what's most important - **their child's life or death battle**. Over the past 18 years, UDance has donated over 18.3 million dollars to The B+ Foundation.

140+

student organizations
involved in UDance

7,000+

year-round UDance
participants

18,000+

families received support
from UDance



B+ Hero Demira
Honorary Member of UD Cheer

UDANCE BY THE NUMBERS

\$1.78M

In 2023 alone, UDance raised \$1.78 million for The B+ Foundation.

22

UDance 2023 partnered with 22 Corporate Sponsors to help fight childhood cancer.

\$18.3M

Since 2007, UDance has raised \$18.3 million for The B+ Foundation.

FOLLOWERS & ENGAGEMENT



INSTAGRAM

9,038 + Followers
180K + Likes



YOUTUBE

176.5K Views



FACEBOOK

9,600+ Followers
5,800 Impressions/week



LINKEDIN

1,300+ Followers



NEWSLETTERS

13K+ Subscribers



1% is used for advocacy and awareness efforts



36% is grants used to fund cancer research



63% is grants for families affected by childhood cancer



OUR IMPACT IN ACTION

"B+ Hero Emily was paired with the University of Delaware Gymnastics Club for UDance two years ago. When Emily met the girls, there was an instant connection. The team has been there to support her at chemotherapy appointments, UDance events and even dressed up as trolls for her birthday... We are beyond grateful for the work that each girl on the team does to help Emily and raise money for other kids fighting cancer."

Jackie, B+ Hero Emily's Mom

OUR SPONSORSHIP LEVELS

SUPPORTER: \$500-\$999

- Shoutout in the UDance Newsletter
- Logo on the footer of all newsletters
- Logo featured on the sponsors page of the website

BELIEVER: \$1,000-\$1,749

- All Supporter perks plus
- Two hour table & banner space at day-of UDance event
 - One shoutout on the UDance LinkedIn page

GUARDIAN: \$1,750-\$2,999

- All Believer perks plus
- Logo featured year-round at all UDance events
 - A shoutout on the UDance Instagram story and Facebook page

WARRIOR: \$3,000-\$5,500

- All Guardian perks plus
- 4-hour table & banner space at the day-of UDance
 - Recognition in Fall & Spring Promo videos
 - Logo on 7000+ t-shirts and the front page of the UDance website

CHAMPION: \$5,500-\$9,999

- All Warrior perks plus
- One post on the UDance Instagram.
 - At the day-of UDance:
 - Spoken recognition
 - One-hour big screen logo display
 - Logo recognition on the livestream

PREMIERE: \$10,000-\$19,000

- All Champion perks plus
- On-stage check presentation at the day-of UDance event
 - Naming rights to a day-of program

JOINT PARTNER: \$20,000+

Joint Partners receive all Premiere level perks and become a title sponsor of UDance 2023

Packages can be customized to meet your organization's needs. Items in the packages are offered on an individual level. To discuss individualized packages, please contact the UDance Development team. Contact information is available on the last page.

YOUR IMPACT IN ACTION

HOW 5 OF OUR 2022 SPONSORS CHANGED LIVES



Thanks to Mayhew Management, a **'supporter' sponsor**, a family could get their car repaired to **transport their child for lifesaving treatment**.



Thanks to System 1-2-3, a **'Believer' sponsor**, **2 families** could get their cars repaired to **transport their children for lifesaving treatment**.



Thanks to Delaware Orthopedic Specialists, a **'Warrior' sponsor**, **3 families** could receive prescribed medicine that insurance doesn't cover to **save their children's lives**.



Thanks to BHC, a **'Joint Partner'**, **20 families** could receive prescribed medicine that insurance doesn't cover to **save their children's lives**.



Your sponsorship could change a child's life, like **B+ Hero Mateo**

SPONSORSHIP OPPORTUNITIES

In addition to monetary donations, UDance offers a variety of opportunities to sponsor our mission.

PRODUCT DONATION

UDance always presents opportunities to donate products like food, beverages, toys, supplies, and more. We appreciate any product donations that can be used for crafting, events, raffles, and B+ Hero gifts.

SERVICE DONATION

Secure sponsorship perks by donating a service. Whether you are willing to run an exercise class with proceeds benefitting UDance, or allow us to raffle off one of your services, you will be eligible for sponsorship perks!

SPONSOR AN EVENT

Sponsor a UDance event during our year-long efforts by providing a monetary or product donation to help cover the cost of the event. For more details on sponsoring a specific event, please contact udancedevelopment@gmail.com.

TABLING AT EVENTS

UDance offers tabling opportunities along with your donation at our events. Whether you are sponsoring a specific event or not, tabling opportunities are always available during our 12-hour dance marathon.

DirtyApples Salon donated hair cutting services, and even let **B+ Hero Kate** cut her AEPi sister's hair at UDance!



EVENTS THROUGHOUT THE YEAR

LEVEL-UP YOUR IMPACT; SPONSOR AN EVENT



FTKICKOFF

Every year, the UDance community gathers at the Barn for a pregame tailgate with food, games, entertainment, merch, and more! Everyone then watches the football game and the B+ Heroes get recognized on the field during halftime!



RAVE RUN

Our annual glow-in-the-dark 5k takes place at the University of Delaware on the Green. In previous years, Rave Run has had over 300 participants attend and raised thousands of dollars in entry fees. The event has a event-specific T-shirts, a DJ, merch, raffles, and more!



WHY WEDNESDAY

Entering its second year, Why Wednesday takes place outside, with a food truck and a DJ. Participants write about 'why' they dance on lanterns. Speakers like Joe McDonough and B+ families share their stories as listeners light their lanterns.



B+ HERO HOLIDAY PARTY

Every December, B+ Hero Holiday Party is a day for B+ Heroes and their families to partake in fun, festive activities such as making gingerbread houses, snowmen, and snowflakes with students. The event wraps up with the B+ Hero Talent Show!

READY TO **SPONSOR** UDANCE?

FOR QUESTIONS CONCERNING UDANCE, SPONSORSHIP PACKAGES, OR FOR MORE INFORMATION, PLEASE CONTACT THE UDANCE DEVELOPMENT TEAM:

UDANCEDEVELOPMENT@GMAIL.COM

JACOB LEVY:

Developmental Director

(609) 367-5208

jacoblev@udel.edu

DANIELLA DOWNING:

General Outreach Chair

(631)-601-3456

ddowning@udel.edu

LAUREN QUIGLEY:

External Relations Chair

(267)-922-2119

laurquig@udel.edu

CATHERINE GILMAN:

Internal Relations Chair

(443)-481-9914

cgilman@udel.edu

udance2024@gmail.com

19 D Perkins Student Center

University of Delaware,

Newark, DE 19716

Tax ID: 42 1741037

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