



AUBURN UNIVERSITY DANCE MARATHON

Benefitting Children's Miracle Network Hospitals

2014-2015



SAVANNA WILLIAMS | DIRECTOR OF SPONSORSHIPS | AUDM
610.955.5766 | SBW0004@AUBURN.EDU

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WHAT IS AUDM ?????

Auburn University Dance Marathon is a year-round fundraising effort in which participants raise money with the support of Children’s Miracle Network Hospitals for The Children’s Hospital at Midtown Medical Center at Columbus Regional Health in Columbus, GA. Dance Marathons donate 100% of the funds they raise directly to their local children’s hospital. Dance Marathons have become a tradition on campuses and in communities across the country, raising funds in a variety of ways while interacting with the children’s hospitals’ patients and families. The year of fundraising concludes with a 12-hour long event celebrating the children from the hospital and the participants’ hard work. Families from the hospital join the participants in games, food, fun, and celebration before the final total is revealed in the closing ceremony. It is a highly anticipated moment for everyone involved as the total is announced. Why stay on your feet for that long? To quote the first Children’s Miracle Network Hospital’s Dance Marathon’s mission statement: “We dance for those who can’t.” It is this solidarity to and connection with the cause that makes Dance Marathon an event unlike any other. Three years ago, AUDM celebrated its first year with CMNH and set the highest fundraising total for a first year Dance Marathon. Now in our fourth year, we have almost tripled that by raising over **\$350,000!**



Neonatal Intensive Care Unit at The Children’s Hospital

The Neonatal Intensive Care Unit consists of 4,035 square feet and 28 bassinets. It features state-of-the-art equipment and expanded space around each incubator. All of these features provide infants and families with the best possible care in a comfortable environment. As one of only six regional perinatal centers in Georgia, infants from 21 counties in southwest Georgia and Lee and Russell counties in Alabama are transported to the NICU by a neonatal transport team using advanced technology and the latest in medical transport equipment.

HOW CAN YOUR BUSINESS SUPPORT AUDM?



CORPORATE FUNDRAISING

AUDM wants to thank you for your kindness and consideration in supporting this cause. We encourage monetary donations because of its flexibility. However, if a product is donated, it will be calculated at store value when configuring appropriate donor level. On the day of our Dance Marathon, we will utilize any product donations through raffles and auctions. Additionally, we can work with your business to create a co-sponsored event as a hosting partner.

If you decide to support AUDM, donating can be done easily online! To make an online donation, please go to the "Fundraising" tab on www.audancemarathon.com. This website will allow you to access our Donor Drive webpage where you can make an online donation. For cash or check donations, please contact the Director of Sponsorships.



CATERING DONATIONS

Each month, our catering committee hosts a benefit night at a local restaurant in the Auburn community. Our organization has set records at various restaurants for the most customers in a single hour. We will market the event and guarantee a large customer turnout to ensure that your business generates a profit in return for your donation.

Because all of the money we raise goes directly to our local CMNH hospital, we rely on the generosity of various restaurants to feed our participants, Miracle families, and staff members on the day of AUDM. We provide everyone at the event with breakfast, lunch, dinner, snacks, and beverages throughout the course of the 12-hour dance marathon. Catering donations will be calculated at store value when configuring appropriate donor level.

Sponsorship Incentives

	War Eagle Donor \$25-199	Navy Donor \$200-399	Orange Donor \$400-499	Bronze Donor \$500-999	Silver Donor \$1,000-2,999	Gold Donor \$3,000-4,999	Miracle Donor \$5,000+
AUDM T-Shirt; Company Name on Website; Business flyer in dancer bag	●	●	●	●	●	●	●
Company Logo on Website and on Slideshow during Event; All-Access Guest Pass to AUDM	●	●	●	●	●	●	●
Company Name on Dancer Participants' T-Shirt		●	●	●	●	●	●
Company Logo on Dancers' Shirt and Company's Banner Displayed in the AUDM Event			●	●	●	●	●
Tour of the Medical Center				●	●	●	●
Promotional Booth at the Event					●	●	●
Check Presentation and Recognition at the Marathon						●	●
One Themed Hour Sponsorship at AUDM							●