



IOWA
HEALTH CARE

Stead Family
Children's Hospital



Children's
Miracle Network
Hospitals

St. Ambrose University Dance Marathon

SPONSORSHIP PACKET

2024-25 Edition



DANCE MARATHON AT SAU

WHO WE ARE

Dance Marathon, known as SAUDM, is St. Ambrose University's largest student-run philanthropic organization. Throughout the year, students, referred to as dancers, engage in various fundraising activities to support the children and families receiving treatment at our partnered Children's Miracle Network Hospital, the University of Iowa Health Care Stead Family Children's Hospital (UIHCSFCH). The year-long efforts culminate in a celebratory event that honors the lives and stories of these children and their families.

WHAT WE FUND

These donations support various critical needs at UIHCSFCH, including program enhancements, education, research, and essential equipment. These contributions profoundly impact the quality of life for children and their families while advancing education and research on current illnesses and future treatments. To date, we have raised over \$2.3 million for UIHCSFCH. Specific projects we have funded include a Child Life Resource Space, NICU equipment, an inclusive playground for the UI Disabilities and Development Center, funding for the Ponseti Endowment, and the General Nursing Fund. Last year, our fundraising focus was the "Food For Families" project, which provided meals for families during their stay at UIHCSFCH. This year, we are raising funds to support the UIHCSFCH NICU, allowing them to allocate resources where they are needed most. This could include expanding their facilities to treat more children suffering from pediatric illness or acquiring life-saving medical equipment.

WE (BEE)LIEVE IN THE KIDS

SAUDM works to support our 61 miracle families and kiddos financially and emotionally year after year. We communicate closely with our families and plan events and activities for them to enjoy. From babysitting to cheering them on in their own activities, we are genuinely here to support our families and kiddos in every way possible.



OUR HOSPITAL

EVERY 1 MINUTE

72 children enter a Children's Miracle Network Hospital, with over 10 million treated annually across North America. At the University of Iowa Health Care Stead Family Children's Hospital (UIHCSFCH), which cared for 100,743 patients from 48 states, family-centered care is a priority. As the state's only Level 4 NICU, UIHCSFCH leads the nation in survival rates for extremely preterm infants, with 62% at 22 weeks, 74% at 23 weeks, 86% at 24 weeks, and 91% at 25 weeks significantly higher than the national average.

THE UNIVERSITY OF IOWA STEAD FAMILY CHILDREN'S HOSPITAL

has been dedicated to meeting the healthcare needs of children and families since 1919. As Iowa's only comprehensive children's hospital, the hospital provides care for children from birth to young adulthood. Services range from promoting wellness to the care of general childhood illness, surgery, traumatic injuries, life-threatening, chronic illnesses, and developmental disabilities. As part of an academic medical center, UIHCSFCH also performs groundbreaking research to help solve the mysteries of childhood diseases, in addition to training the next generation of healthcare professionals.

IOWA'S ONLY NATIONALLY RANKED CHILDREN'S HOSPITAL

Nationally ranked in:

- Neonatology
- Pediatric Cancer
- Pediatric Diabetes and Endocrinology
- Pediatric Nephrology
- Pediatric Neurology and Neurosurgery
- Pediatric Orthopedics
- Pediatric Pulmonology

WHY WE DANCE

WE DANCE FOR OUR KIDDOS

Who have been or are currently being treated at UIHCSFCH. By witnessing their fight, learning of their strength, and getting to know our kiddos, SAUDM student dancers are inspired by the strength demonstrated by these amazing individuals:



MILA



WILLIAM



GIULLI



PARKER



LAUREN



PADEN



LAURYN



SAWYER



SAM



HAZEL



ETHAN



ISSAC



NEHEMIAH



BETHANIE



BECKEM



BIGBY

WHY WE DANCE



JOSEPH



DONALD



EVERETT



SOPHIA



MASON



ALEXIS



HUDSON



JESSICA



TATEUM



OLIVIA



WESLEY



EZRA



AURORA



ALISTAIR



KAIN



MADI

WHY WE DANCE



MASON



RYDER



ZOEY



KELLAN



MICHAEL



ABIGAIL



CARSON



ELLA



ADDI



MADISON



CECI



CLARA



COLSEN



LAURYN



JAMES



MASON

DANCING IN OUR HEARTS

Dance Marathon also supports the families of kiddos no longer with us. We are dedicated to honoring and remembering these children, cherishing their memories as they continue to inspire and guide us. Even though their time with us was brief, their impact is everlasting. We carry their stories and legacies in our hearts, finding strength in the love they shared and the joy they brought to the world. We celebrate their lives through every step we take and every dollar raised, ensuring that they are

FOREVER DANCING IN OUR HEARTS.



BRYCE



SERGIO



ALEX



ZOE



TORI



PEYTON



WILL



KYLE



JACKSON



REID



WESTON

SAUDM THROUGH THE YEARS

DM
.5

April 3, 2012

4 families
200 dancers
4 hours

\$5,118.78

DM
1

April 6, 2013

13 families
432 dancers
8 hours

\$47,743.67

DM
2

April 5, 2014

18 families
688 dancers
10 hours

\$132,148.02

DM
3

March 28, 2015

21 families
711 dancers
12 hours

\$175,103.03

DM
4

March 5, 2016

23 families
679 dancers
12 hours

\$186,769.44

DM
5

April 1, 2017

27 families
641 dancers
13.1 hours

\$223,861.05

DM
6

March 24, 2018

33 families
641 dancers
13.1 hours

\$251,084.06

DM
7

March 30, 2019

42 families
610 dancers
13.1 hours

\$270,654.07

DM
8

April 4, 2020

43 families
567 dancers
13.1 hours

\$208,732.08

DM
9

April 17, 2021

44 families
527 dancers
13.1 hours

\$191,254.09

DM
10

April 23, 2022

50 families
431 dancers
13.1 hours

\$250,386.10

DM
11

April 22, 2023

51 families
258 dancers
13.1 hours

\$ 211, 068.11

DM
12

April 20, 2024

58 families
183 dancers
13.1 hours

\$192,831.12

DM
13

**THIS
YEAR!**



ENGAGEMENT

OVER
180

**REGISTERED
DANCERS**
from SAU's
student body

OVER
500

**SAU FACULTY
& STAFF** that are
informed of all SAUDM's
events & partners.

OVER
5K

FOLLOWERS
across all forms of
SAUDM's social media.

OVER
2K

WEEKLY VIEWS
across all forms of
SAUDM's social media.



WHERE YOUR MONEY GOES

OUR SPONSORS FUND OUR EVENTS

In order to have a successful year for our hospital, we require a small budget to host our big event and fund our committees. **Most schools hold back a portion of their fundraising total to provide this budget, but at SAU, every dollar fundraised by our dancers goes straight to the Hospital.** This is where you come in: we fund our budget strictly with donations from our sponsors. In the twelve years Dance Marathon has been established at SAU, we have used an astonishingly low budget of 1.2% and continue to use less than we set aside, donating the remaining back to UIHCSFCH with the rest of our fundraising.

WE CAN'T DO THIS WITHOUT YOU

Monetary and in-kind donations are vital for our program's growth. By partnering with us, your business gains visibility and showcases its commitment to making a difference. Your support is essential to our success and helps drive meaningful change.

BECOMING A SPONSOR

CONNECT YOUR COMPANY with St. Ambrose University's largest organization on campus. Sponsoring us not only changes the lives of the children we support but also offers these valuable benefits:

ENHANCED PRESENCE AT SAU reach hundreds of engaged students, faculty & staff, and alumni, in addition to numerous on-campus clubs and organizations.

LOCAL EXPOSURE IN THE QUAD CITIES engage with 5+ local high schools and participate in various SAUDM events throughout the year

PROMINENT BRANDING your logo will be featured on over 1,000 events shirts worn by dancers, alumni, families, and volunteers during and after our Big Event.

SUPPORT LOCAL CHILDREN help make a difference in the lives of children in need while boosting your company's brand recognition.

JOIN OUR MOVEMENT TODAY AND MAKE MIRACLES By making a gift to SAU Dance Marathon today. As a 501(c)3 organization, all donations are tax deductible.



BIG EVENT

WHAT IS BIG EVENT

St. Ambrose University Dance Marathon raises funds all year. These funds go toward our total fundraising number, which will be revealed at the Big Event in the spring. The Big Event is 13.1 hours long, where everyone involved in SAUDM comes together to dance, fundraise, honor, and celebrate our 61 kiddos and families and our efforts throughout the year. The day is full of activities, music, food, and fun for SAUDM and our kiddos and families that would not be possible without our sponsors.

SPONSORS' ROLE

As a sponsor, you'll have the chance to engage with the Big Event through various opportunities, including the Sponsor Wall, Sponsor Table, Sponsor Speeches, Sponsor Check Presentations, and Sponsor Family Room Tours. We aim to involve our sponsors throughout the event to express our gratitude, increase visibility, and provide a meaningful experience of the organization and the lives you're touching.



SPONSOR INCENTIVES

WORKER BEE	\$200+	Certificate of recognition of sponsorship Sponsor logo/link on saudm.org Invitation to the Sponsorship Recognition Brunch Sponsor representation on Sponsor Wall at Big Event
DRONE BEE	\$500+	<i>All of the above, in addition to:</i> Promotional marketing items at Big Event Corporate floor pass to attend Big Event
QUEEN BEE	\$750+	<i>All of the above, in addition to:</i> Company representation on Big Event shirt Banner displayed at Big Event Opportunity to have a sponsor table at Big Event
FIGHTING BEE	\$1000+	<i>All of the above, in addition to:</i> Opportunity to present check at Big Event Two hour premier sponsor table at Big Event
BEEHIVE	\$2000+	<i>All of the above, in addition to:</i> Opportunity to make a short speech at Big Event Opportunity to play commercial at Big Event

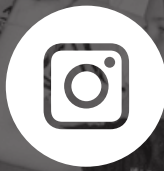
PUSH DAY & BIG EVENT SPONSORSHIP

Our annual fundraising relies on three major events: Fall Push Day, Spring Push Day, and the Big Event. Sponsoring one of these events offers significant recognition among hundreds of SAU students and supports our fundraising efforts for UIHCSFCH. Each event features a matching donation challenge, where sponsors match donations dollar-for-dollar up to a preferred amount of \$2,500 for Push Days and \$5,000 for the Big Event. Sponsors who commit over these amounts will also receive an exclusive Family Room tour during the Big Event.



FIND US AT:

saudm.org



QUESTIONS?

Blake Tyler

SAUDM13 Sponsorship Director

saudm.sponsorship@gmail.com



st. ambrose
dance
marathon

IOWA
HEALTH CARE

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DONATE TO SAUDM 2024-25

SPONSOR INFORMATION:

Name: _____
Company: _____
Telephone: _____
Address: _____
Email: _____

PLEASE CHECK THE FOLLOWING:

- ☐ I would like to sponsor SAUDM 2024-25 by making a donation of \$: _____
- ☐ I would like more information on making a product or time donation. Please contact me at the above [address] [phone] [email] other: _____
- ☐ I would like more information on a custom sponsorship package for my company. Please contact me at the above [address] [phone] [email] other: _____

This sponsor, _____, hereby agrees to donate the following:
_____. This donation will be compensated with the benefits of the
corresponding sponsorship incentive level. **Any questions regarding sponsorship can
be discussed with Blake Tyler, SAUDM Sponsorship Director.**

THANK YOU FOR YOUR SUPPORT IN MAKING SAUDM POSSIBLE!

Signature of Sponsor: _____ Date: _____

FOR SAUDM USE ONLY

Signature of SAUDM Sponsorship Director

Date

Please mail donations to:

SAU Dance Marathon
518 W Locust Street
Davenport, IA 52803

Checks can be made out to: SAU Dance Marathon

Thank you for your interest! We look forward to working with you. Please contact Blake Tyler, Sponsorship Director, with any questions or concerns at
saudm.sponsorship@gmail.com