



# Sponsorship Opportunities

Chicago Dance Marathon

JUNE 11TH - 12TH, 2021

 Ann & Robert H. Lurie  
Children's Hospital of Chicago®





# Chicago Dance Marathon

Join us for our 12th annual Chicago Dance Marathon (CDM) event. Chicago Dance Marathon is a daylong celebration of the patients, families and community members that make Ann & Robert H. Lurie Children's Hospital of Chicago such an exceptional place. Over 500 participants will join together for a day of music, gaming, dancing, live entertainment, and the chance to meet with Lurie Children's patient families to see the impact of their fundraising.

**June 11th from 6PM - 8PM**  
**June 12th from 9:30AM - 2PM**  
Virtual Location

For more information visit [www.chicagodancemarathon.org](http://www.chicagodancemarathon.org)

*"Chicago Dance Marathon is a great way to support something [our employees] are passionate about. The best part is that it wasn't something I pushed down on our staff. Our people want to participate in ways that are more than just me writing a check."*

- Tom Gimbel, CEO of LaSalle Network, featured in Crain's Chicago Business 2018

## Why Sponsor?

**BUILD YOUR COMPANY CULTURE** and engage employees with a unique and fun, impactful experience

**ELEVATE YOUR COMPANY'S STANDING** as a corporate philanthropic leader in Chicago

**GAIN VISIBILITY** through Lurie Children's brand alignment and marketing exposure



# 2021 OPPORTUNITIES

	EXCLUSIVE PRESENTING \$100,000	PLATINUM \$25,000	DIAMOND \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000	RISING STAR \$2,500
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Premier Benefits	Presenting	Extra Life Game Room Sponsor	VIP Room Sponsor	Main Stage Sponsor	Kids' Corner Sponsor	Fuel Station Sponsor	
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## Marketing & Brand Exposure

Logo on Event Website							
Logo on Recruitment Emails							
Circle of Corporate Champions Donor Society Membership							
Logo on CTA Ads							
Logo in Marketing and Digital Ads			Limited				

## Event Day Engagement

Logos on Event Signage and T-Shirt							
Complimentary Registration Entries							
Recognition in Speaking Program							
Recognition at all CMN Emerging Leaders Events (Year-Round)							
Company Representative Invited to Speak in Program							

**PLEASE NOTE:** We are excited to host Chicago Dance Marathon as a virtual event in 2021. We are happy to work with your company to create an experience that includes exposure at the 2021 Virtual Event and at our in-person event in March of 2022 at Revel Motor Row.

## Want to Keep the Party Going?

The following a la carte options may be added on to any of the above sponsorship opportunities:

- **Email Challenge:** One targeted email with matching gift challenge, highlighting your company as the matching sponsor (\$5,000)
- **VIP Happy Hour Event Sponsor:** Friday, June 11th from 6PM - 8PM (\$3,000)
- **Sponsor of the Hour:** Have your company recognized on stage as the sponsor of the hour (3 available) (\$1,500 each)
- **Power Hour Sponsor:** Sponsor at the end of the power hour event (\$2,500)



Thank You to our Partners

**solstice**

**BECKER'S  
HEALTHCARE**





## ABOUT LURIE CHILDREN'S

In the 2020-2021 U.S. News & World Report rankings of the best children's hospitals, Ann & Robert H. Lurie Children's Hospital of Chicago continues to be the top pediatric hospital in Illinois, ranked in all 10 specialties. Lurie Children's provides superior pediatric care in a state-of-the-art hospital that offers the latest benefits and innovations in medical technology, family-friendly design and research through the Stanley Manne Children's Research Institute.

The main hospital is located in downtown Chicago on the campus of its academic partner, Northwestern University Feinberg School of Medicine. Lurie Children's has a network of 15 outpatient centers and 15 partner hospitals, providing top pediatric care across the greater Chicago area. As a nonprofit hospital, Lurie Children's relies on philanthropic support to care for more than 220,000 children each year. **Learn more at [luriechildrens.org](http://luriechildrens.org)**

Proceeds from Chicago Dance Marathon (CDM) benefit the Area of Greatest Need at Lurie Children's and have helped fund research breakthroughs, recruitment of expert leadership, family services, and covering the cost of uncompensated patient care.

***Few causes are as powerful as advocating for children's health. Partnering your company with Lurie Children's is the ultimate example of, "doing well by doing good." And while the partnership is good for your business, it's absolutely vital to ours.***

## BECOME A SPONSOR TODAY

To learn more about sponsorship opportunities contact:

**Maci Hanson**

[mhanson@luriechildrens.org](mailto:mhanson@luriechildrens.org) | [chicagodancemarathon.org](http://chicagodancemarathon.org)

**CONNECT WITH US**



225 East Chicago Avenue, Box 4, Chicago, Illinois 60611-2991 312.227.7500 [luriechildrens.org](http://luriechildrens.org)  
Ann & Robert H. Lurie Children's Hospital of Chicago Stanley Manne Children's Research Institute