



# raiseRED

Miracle Network

Dance Marathon



SPONSORSHIP PACKET





# WHAT IS raiseRED?



**RaiseRED is the University of Louisville's largest student-run philanthropic organization, and its efforts benefit the patient care of Norton Children's Cancer Institute, affiliated with UofL School of Medicine, and the research of UofL Division of Pediatric Hematology and Oncology.**

**We have raised over four million dollars for research and patient needs since our founding in 2013. In addition to financial support, raiseRED volunteers with our Cardinal Crew program, inviting patients and families to partner up with a college student for fun events, celebrations, and mentorship.**

**Every February, raiseRED hosts a nationally recognized 18-hour dance marathon celebrating the children & families we support.**

**With hundreds of students involved each year, we aim to be a dynamic, inclusive, and impactful entity in our community. We welcome you to join in our efforts by partnering with us.**



# WHY WE raiseRED:



**“Children diagnosed with pediatric cancer and blood diseases are treated at U of L Physicians-Pediatric Hematology and Oncology Clinic. These children benefit from all the hard work of these college students, the organization, and everyone else involved with raiseRED.**

**Beyond providing the ability to offer superior care to the children, the funds raised provide critical infrastructure and support in the pursuit of a cure for childhood cancer. This includes clinical trials to test how newer agents work and identify the best ways to use them with chemotherapy. The research focus is broad, including antigen specific immunotherapy and genome-informed pediatric cancer therapy, and therefore creates a dynamic and exciting research environment.**



**We couldn't do it without their year long effort as the largest student-run philanthropic organization on campus and the primary one that supports our efforts.”**



**- Dr. Ashok B. Raj, MD Dr. William T. Tse, MD Pediatric Oncologists & Hematologists, UofL Physicians**

# OUR IMPACT:

**Norton Children's Cancer Institute, affiliated with UofL School of Medicine, which is the clinic that raiseRED supports, opened in August of 2018 and has become a home for the patients, their families, and the clinic staff.**

**Through the generous efforts of raiseRED's supporters, we have provided a full-time social worker who supports the clinic and its patients. The money we raise also helps the development of treatment on a group of patients that had tried chemo, radiation and surgery. The treatment was 83% successful.**



**RaiseRED strives to program and support events that benefit outside of our dance marathon. We participate in community service with the Kentucky Blood Center, the Ronald McDonald House, Gilda's Club, the Sickle Cell Association, and Critically Loved. We also hold events for our Cardinal Crew and raiseRED Families including Kid Prom, summer cookouts, back to school events, fall festivals, and rocket launches.**

**We work to ensure the patients and their families feel supported by raiseRED throughout the entire year, not just during the marathon.**



# STATISTICS

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**Each year in the U.S. an estimated 15,780 children aged 0-19 are diagnosed with cancer.**

**Approximately 1 in 285 children in the U.S. will be diagnosed with cancer before their 20th birthday.**

**Every 3 minutes a family hear the devastating words that their child has been diagnosed with cancer.**

**Only six new drugs have been approved for exclusively for childhood cancer in the past 3 decades.**

**Over 100,000 people in the U.S. have sickle cell disease.**

**About 2,000 babies are born with sickle cell disease each year in the U.S.**

**Only 4% of all federal funding for cancer research goes to studies on pediatric cancer.**

**Sourced from: the American Childhood Cancer Organization, the Sickle Cell Disease Association of America, and Music Beats Cancer.**



# BY THE NUMBERS

RAISED  
\$551,954  
IN 2023

RAISED  
OVER \$4  
MILLION  
SINCE 2014

742  
DANCERS  
IN 2023

8,086  
DANCERS  
SINCE 2014







# SOCIAL MEDIA REACH

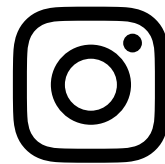


**FACEBOOK:**

**RAISERED DANCE MARATHON**

**FOLLOWERS: 3,100+**

**LIKES: 3,000+**



**INSTAGRAM:**

**RAISERED\_UOFL**

**FOLLOWERS: 2,700+**



**TIKTOK:**

**RAISERED**

**FOLLOWERS: 280+**



# SPONSORSHIP LEVELS

All levels are cumulative

## RAISERED SUPPORTER (\$500-749)

- Logo on Website
- Logo saved on Social Media Highlight

## LEND A HAND LEAGUE (\$750-999)

- "Proud Supporter of raiseRED" stickers
- Logo on slideshow showed at Marathon

## STAND BY YOU SPONSOR (\$1,000-2,499)

- Tabling opportunity at one pre-event
- One social media post

## KIDS CAN'T WAIT CLUB (\$2,500-4,999)

- Tabling Opportunity at 2 pre-events
- Marathon/Campus Tour during Spirit Week

## CARDINAL CREW CLUB (\$5,000-7,499)

- Logo on back of t-shirt\*
- Cards from Cardinal Crew

## HOPE IN ACTION PARTNER (\$7,500-9,999)

- Naming rights to an hour of the Dance Marathon
- Additional social media post

## CARDINAL COUNCIL CIRCLE (\$10,000-14,999)

- Promotional material stuffed in dancer fanny packs\*\*
- Tabling opportunities during Opening Ceremony and Community Celebration

## HOPE FOR THE FUTURE (\$15,000-19,999)

- VIP Invitation Hour at Marathon
- Talk at opening and closing ceremonies

## CHANGE THE FUTURE (\$20,000+)

- Presentation opportunity at all pre-events
- Social media promotional reel

• If Sponsorship is received by \_\_/\_\_/\_\_

\*\*Exclusions apply: must follow university guidelines and may not exceed a certain size.





# **WAYS TO GET INVOLVED**

## **DIRECT MONETARY DONATIONS:**

**This can be in the form of cash, check, or monetary transfers. Monetary donations will be utilized to supplement the cost of pre-Dance Marathon events, Cardinal Crew/Council events, and to match donations received by Comma Club member during the Dance Marathon**

## **IN-KIND DONATIONS:**

**These donations are an alternative for monetary donations in which goods and services can be presented and used to incentivize participants and student involvement for various events during the year. The value of in-kind donations will be counted towards sponsorship level incentives in place of monetary donations.**





# THANK YOU!

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**Thank you for taking the time to learn more about raiseRED  
Dance Marathon.**

**Please direct any questions to the following Sponsorship  
Coordinators:**

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**Caroline Thomas & Kristine Brucal  
[sponsorship.raised@gmail.com](mailto:sponsorship.raised@ gmail.com)**

