

# HOW-TO GUIDE TO UDANCE CORPORATE SPONSORSHIP



## INTRODUCTION:

---

Corporate Sponsorship of UDance Dance Marathon allows companies to make meaningful, lasting partnerships with UDance and The Andrew McDonough B+ Foundation. Sponsorship with UDance opens the doors to a variety of opportunities for companies to make a difference in the lives of those battling childhood cancer, as well as significant advertising and media exposure for them. As a fundraiser, using your connections is an easy way to raise money on your page. This could be a connection from a previous internship, a family member's place of employment, a friend of a friend, or anyone who could potentially be interested in donating. This document has all of the necessary documents that you need in order to get these connections, whether you want to contact them yourself or let us contact them for you!

## CONTACTING COMPANIES YOURSELF:

---

**EMAIL:** Find the contact information for the people/company you want to reach out to and email the company using [this template](#) if you need. Make sure to CC [udancedevelopment@gmail.com](mailto:udancedevelopment@gmail.com) with all emails and attach the **Corporate Sponsorship Packet**, so that communication between us and the company can run smoothly. Once your contact confirms that they will become a Corporate Sponsor by emailing us, your job is done! Communication will be handled between the Development Team and your company, and the donation will go to your fundraising page!

**TEXT:** If you are in close contact with the person (Ex: family member or friend), texting can be appropriate for first contact. [Here](#) is a short template if you are unsure how to start. If your contact says that they would like to participate/learn more, send them an email by following the instructions above.

**FACEBOOK/LINKEDIN POST:** If you want to post about Corporate Sponsorships on social media, use [this template](#) to get the word out to all of your connections at once. If a company expresses interest, follow the instructions above for emailing the company.

## CCC FORM:

---

The **Cool Corporate Connections Form** is a simple way for us to contact companies to be Corporate Sponsors through your connections. You will fill out the form giving us contact information for the company, and we will reach out to them for you. You will be CC'd on all communications between us and the company. If the company decides to participate, all of the money from the Sponsorship will go to your fundraising page! So easy!

## IMPORTANT LINKS:

---

- [Corporate Sponsorship Packet](#)
- [CCC Form](#)
- [Email Template](#)
- [Text Template](#)
- [Facebook/LinkedIn Post](#)