


AUBURN UNIVERSITY.

DREAM MAKERS

BECAUSE EVERY KID DESERVES TO DREAM

SPONSORSHIP PACKET

WHAT IS AUBURN UNIVERSITY DREAM MAKERS?

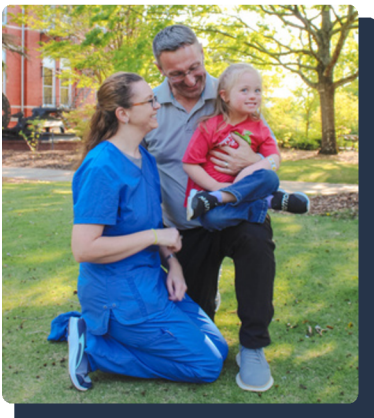
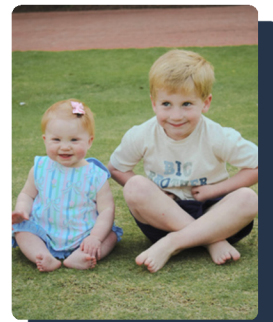


Auburn University Dream Makers (AUDM) is an entirely student-run organization dedicated to improving children's health. We fundraise year-round leading up to Main Event, taking place on February 21, 2026. Main Event is a 12-hour celebration of our year-long fundraising efforts and a final fundraising push in which our staff, participants and dream families stay on their feet through dancing, games, and entertainment.

Since 2011, AUDM has raised over \$4.5 million to fund life-saving care and resources for children and families. As we enter our 15th year, AUDM is proud to fundraise for and support East Alabama Health, the hospital in our own backyard. We aim to expand pediatric care at East Alabama Health and enhance the Neonatal Intensive Care Unit (NICU) equipment while also serving the families staying at the hospital. We are committed to help enhance healthcare in the Auburn-Opelika community and leave a lasting impact on children and families in our area.

WHO ARE OUR DREAM KIDS?

The Dream Kids are the amazing kids at East Alabama Health who inspire everything we do at AUDM. Through fundraising, community service, and special events, we help support their care, celebrate their strength, and bring a little extra joy to their journeys. Every dollar raised and every hour spent reminds us all why we keep dreaming big together.



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SPONSOR AUDM

DREAM MAKER LEVEL

BE A DREAM MAKER BECAUSE KIDS DESERVE TO DREAM

\$10,000+

- Your company will receive premier logo placement on all AUDM materials, including all AUDM social media, Main Event t-shirts, and sponsor banners hung up at Main Event.
- Your name will be featured as the official donation matching sponsor for an hour at Main Event. Every dollar that you provide helps double the donations received by our staff and participants—helping inspire donations for one hour!
- You will be recognized as the official sponsor of an element at the Main Event — such as the Kids Cave, Gong, Silent Disco, Why Wall, Meal Room, Merchandise Table, or Registration Area.
- Your company will have an on-stage check presentation at Main Event to honor your generosity and impact.



AUBIE LEVEL

\$5,000-\$9999

- Your logo will be featured on all AUDM social media, Main Event t-shirts, and sponsor banners hung up at Main Event.
- You will be recognized as the official sponsor of an element at the Main Event — such as the Kids Cave, Gong, Silent Disco, Why Wall, Meal Room, Merchandise Table, or Registration Area.
- Your name will be featured as the official donation matching sponsor for an hour at Main Event. Every dollar that you provide helps double the donations received by our staff and participants—helping inspire donations for one hour!



WAR EAGLE LEVEL

\$2,500-\$4999

- All Benefits of Tiger Level.
- Each color team on the Morale Committee comes up with a line dance to teach staff and participants at Main Event. Your name will be featured as the official sponsor of a color team during their line dance presentation:
 - Pink Team
 - Green Team
 - Orange Team
 - Purple Team
 - Yellow Team
 - Blue Team

All sponsorships will be recognized on stage during our Main Event by the sponsorships team. As a valued sponsor, you will also receive VIP passes, giving you access to enjoy the incredible event you helped make possible. All sponsorships are used as matching dollars, meaning they double the donations received by participants. **100% of the sponsorships are used and donated to the hospital as our final total every year!**

TIGER LEVEL

\$1000-\$2499

- All benefits of Blue Level.
- Your logo will be featured on the Main Event T-shirt.
- Your logo will be displayed on a banner hung on the wall at Main Event.



BLUE LEVEL

\$500-\$999

- All benefits of Orange Level.
- You will be recognized as the official sponsor of an element at the Main Event—such as the Kids Cave, Gong, Silent Disco, Why Wall, Meal Room, Merchandise Table, or Registration Area.

ORANGE LEVEL

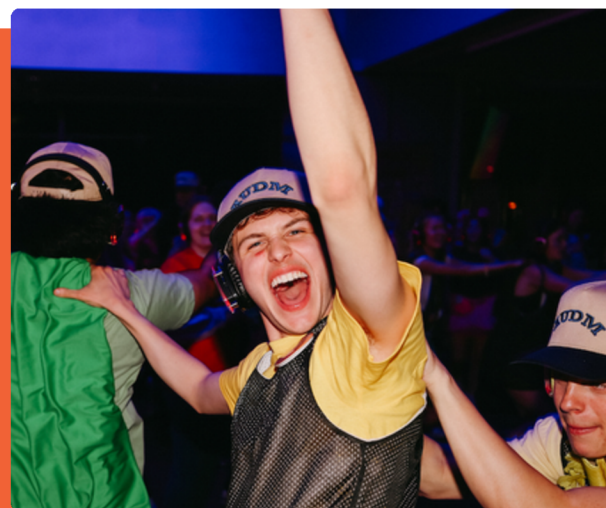
\$250-\$499

- You will get your logo represented as an advertisement on all AUDM Social Media platforms.

OUR EVENTS

MAIN EVENT

Main Event is the culminating celebration of Auburn University Dream Makers year-long efforts to raise funds and awareness for our local Hospital, East Alabama Health: It's a high-energy, 12-hour event filled with dancing, games, inspirational stories from Dream Kids, and special performances: Participants come together to stand and dance for those who can't, making every moment count in support of kids' health:



**CHILD HEALTH
DAY**



**FUNDRAISING
PUSH WEEKS**

**CONCOURSING
DAYS**



**RECRUITMENT
PUSH WEEKS**

OTHER WAYS TO SUPPORT:

Silent Auction:

Leading up to Main Event, AUDM hosts a silent auction, with all proceeds contributing to our final total donated to East Alabama Health. Winners are announced at the end of the day at Main Event. We are seeking gift baskets, gift cards, clothing items, food or drink vouchers, workout class vouchers, recreational vouchers, or any other items your business can provide.

Food Donations:

At Main Event, AUDM provides lunch and dinner for participants, staff, and our Dream Families: We serve 200-500 people per meal; however, we completely understand that providing enough food for an entire meal is not possible for any one business, nor is it expected, so we prefer to do each meal as a buffet style, giving participants and our dream families options. We are seeking any food donations to help make this possible.

Benefit Days:

These are special days when our members and supporters visit your business, and in return, your business donates a percentage of that day's profits to AUDM: We will work closely with you to set the dates, times, and donation percentage. Whether you call them spirit days, percentage days, or benefit days, our goal is the same: supporting the businesses that support us:

NEXT STEPS

Visit eastalabamahealth.org/AUDM

Becoming a Sponsor is easy! Just reach out to our Sponsorship Team:



Madison Alworth
Director of Sponsorships
(432) 553-4272
MMA0081@AUBURN.EDU



Mason Roberts
VP of Administration
(404) 884-0447
MCR0083@AUBURN.EDU

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FOLLOW ALONG ON

SOCIAL MEDIA



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