Corporate Partnerships

Jagathon - 301 University Blvd., Suite 1031, Indianapolis, IN 46202-5146
jagathon@iupui.edu
Dear Prospective Sponsor,

Thank you for your interest in partnering with Jagathon: IUPUI’s Dance Marathon! Jagathon is an official Riley Dance Marathon supporting the children and families of Riley Hospital for Children, a Children's Miracle Network Hospital. Jagathon is the largest student-led philanthropic event on the IUPUI campus. Since the founding of Jagathon in 2003, the event has raised over $270,000 for Riley Hospital for Children, including more than $175,000 in the last three years alone. One hundred percent of the money we raise is given in support of Riley Hospital and, more specifically, the Palliative Care Unit which provides care for children with life-threatening and life-limiting disease. Our year-long program is supported by interim fundraising events, fundraising efforts in the greater Indianapolis community, sponsorships from local and national businesses, and the capstone dance marathon. The dance marathon is 12 hours in duration and participants stand the entire time in symbolic support of the kids we fundraise for. Riley families attend the event to share their stories and cheer on participants! Your support allows us to plan, promote, and host a Riley Dance Marathon at one of the nation’s most renowned urban campuses. Jagathon relies entirely on monetary and in-kind donations from businesses, such as yours, to create a memorable and meaningful experience for our dancers and volunteers as well as the Riley families and children that inspire with their courageous stories.

Jagathon is committed to cultivating an enriching and polished event that fosters a mutually beneficial relationship with our community partners. We aspire to continually grow on our campus, as well as advance this initiative in our city. With the continued and expansive encouragement from our supporters, Jagathon has been able to cultivate a spirit of giving among IUPUI students, faculty, staff and alumni that extends into the Indianapolis community and beyond. We hope you will be a part of our continued efforts to provide endless encouragement and support to the children of Riley Hospital for Children.

Thank you for your interest and we look forward to working with you!

For the Kids!,

Darrell Pirtle
President –
Jagathon 2016
(317) 644-9717
dtpirtle@iupui.edu

Pete Hunter
Advisor –
Jagathon: IUPUI’s Dance Marathon
University Hall
301 University Boulevard
Indianapolis, IN 46202
(317) 278-5661
erhunter@iupui.edu

Jagathon – 301 University Blvd., Suite 1031, Indianapolis, IN 46202-5146
jagathon@iupui.edu
Sponsorship Levels

**Miracle Maker: $15,000**
- Logo on the Front of Shirts
- Main Stage Sponsorship
- 30 second commercial shown at the Marathon
- Opportunity to exhibit at a table for all 12 hours of the Marathon
- All benefits of Healer level

**Healer: $10,000**
- Opportunity to exhibit at a table for 8 hours at the Marathon
- Check presentation at the Marathon
- Final Reveal photo op with company rep/logo
- Opportunity to sponsor a section of the Marathon (*subject to availability*)
- All benefits of Hero level

**Hero: $5,000**
- T-shirts (larger logo on the back)
- Opportunity to exhibit at a table for 4 hours at the Marathon
- One hour of the Marathon sponsored by your company
- Name a wagon at Riley, upon request
- All benefits of Spirit level

**Spirit: $2,500**
- Opportunity to exhibit at a table for 2 hours at the Marathon
- Full Social Media Recognition (Instagram, Facebook, Twitter)
- One event at the Marathon sponsored by your company (*subject to availability*)
- All benefits of Hope level

**Hope: $1,000**
- T-shirts (smaller logo on the back)
- Opportunity to exhibit at a table for 1 hour at the Marathon
- Recognition on sponsorship wall at the Marathon
- All benefits of Gold level

**Gold: $500**
- Logo on Marathon slideshow
- Clickable logo on website
- Promo item in dancer bags
- All benefits of Crimson level

**Crimson: $250**
- “We Support Jagathon” Decal
- Logo on Website
- Immediate recognition on Twitter and during the night of the Marathon
Jagathon 2016

Building Upon Previous Successes

Fundraising Stats

$100,944.78
2015 Fundraising Total

IUPUI Dances For the Kids

725 Dancers
33 Teams
2015 Participation

Social Media Benefits

Current Followers:
@IUPUIDM 450+
Jagathon IUPUI 780+
@IUPUIDM 820+

Jagathon – 301 University Blvd., Suite 1031, Indianapolis, IN 46202-5146
jagathon@iupui.edu