Jagathon 2017
Corporate Partnerships

Join the Movement
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 Children’s Health, an official Children’s Miracle Network Hospital. Jagathon is the largest student-led philanthropy on the IUPUI campus and has raised over $318,000 for Riley in 4 years alone. One hundred percent of the money we raise is given in support of Riley Children’s Health, specifically, pediatric research.

Our year-long program is supported by interim fundraising events, fundraising efforts in the Indianapolis community, sponsorships from local and national businesses, and the capstone dance marathon. 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 heavily 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 Miracle Families and children who inspire us with their courage.

Jagathon is committed to hosting a fulfilling 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, families, friends, 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.

For in-kind donors, sponsorships will be honored for the retail value of the goods donated to the dance marathon. Likewise, if a discount is provided on goods or services purchased, a sponsorship will be honored for the amount of the discount. In-kind donations are typically in the form of event food, prizes for Miracle Children, or prizes for top fundraisers, however, we appreciate in-kind donations of all types.

Lastly, Jagathon hosts a number of campus and community wide fundraising events throughout the year leading up to the Marathon in March. Our traditions include Dancing with the Stars, which is a dance competition similar to the popular television show. Professors and key leaders on campus are paired with student dancers all in the name of philanthropy. Other traditions include a 5K run/walk, a field day competition, and Celebration of Miracles. The latter event is a social gathering held one month prior to the marathon that primarily serves to mingle with our Miracle Families and show them how inspired IUPUI is by their bravery in the midst of hardship. We intend to build upon these traditions for years to come. If your company would like to view a separate sponsorship packet to learn about being a tradition sponsor, please let us know.

Thanks again for your interest and we look forward to working with you! Please contact us with any questions.

For the Kids,

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2016 Event

960 registered dancers
365 days of fundraising, planning, & cheering on our Miracle Families
18 Miracle Families
12 hours standing in solidarity

building a healthier tomorrow through pediatric research

$140,049.94 FOR THE KIDS

Dancers

Fundraising

Social Media Benefits

1,000+ followers 1,190+ followers 1,130+ followers
# Marathon Sponsorship Levels

**Presidential: $20,000+**
- Title Sponsor of Marathon
- 5 minute presentation on Marathon main stage
- Logo on all total reveal pictures following year
- All benefits of Miracle Maker level

**Miracle Maker: $15,000 - $19,999**
- Logo on front of Marathon shirt
- 30 second commercial shown at Marathon
- Main Stage Sponsorship
- Exhibit at a table for all 13.1 hours of Marathon
- All benefits of Miracle Maker level

**Healer: $10,000 - $14,999**
- Exhibit at a table for 8 hours at Marathon
- Check presentation at Marathon
- Total Reveal photo op with company representative
- Sponsor a section of Marathon*
- Title Sponsor of in-event Run to Riley*
- All benefits of Healer level

**Hero: $5,000 - $9,999**
- Exhibit at a table for 4 hours at Marathon
- Name a Riley wagon, upon request
- Large logo on back of Marathon t-shirt
- 1 hour of Marathon sponsored by your company
- All benefits of Hero level

**Spirit: $2,500 - $4,999**
- Exhibit at table for 2 hours at Marathon
- Full social media recognition night of marathon
- One event at Marathon sponsored by your company*
- All benefits of Spirit level

**Hope: $1,000 - $2,499**
- Exhibit at a table for 1 hour at Marathon
- Small logo on back of Marathon shirt
- Recognition on Sponsorship Wall at Marathon
- All benefits of Hope level

**Gold: $500 - $999**
- Logo on Marathon slideshow
- Clickable logo on website
- Promo item in dancer bags
- All benefits of Gold level

**Crimson: $250 - $499**
- "We Support Jagathon decal"
- Logo on website
- Immediate recognition on Twitter & night of Marathon
- VIP access to Sponsor Hospitality Room at Marathon
- Logo in following year’s sponsorship packet

* indicates subject to availability

Matching sponsorship opportunities are also available.
Thank you to our 2016 Marathon Sponsors!

Jagathon appreciates your generous support!