



INDIANA UNIVERSITY DANCE MARATHON

2019 Corporate
Partnerships





ABOUT US

Indiana University Dance Marathon (IUDM) is the second largest student-run philanthropy in the United States. IUDM was founded in 1991 as the first Children's Miracle Network Dance Marathon in the United States in honor of Ryan White. This past year IUDM celebrated its 28th marathon and raised \$4,187,051.23. Since our inception in 1991, IUDM has raised \$36 million For The Kids at Riley Hospital for Children in

Indianapolis, our local Children's Miracle Network (CMN) Hospital. Children's Miracle Network is an international non-profit organization dedicated to raising funds and awareness for children's hospitals. Riley Hospital is the only children's hospital in Indiana nationally ranked by U.S. News & World Report's "Best Children's Hospitals." Riley was only one of 26 children's hospitals ranked in 10 out of 10 pediatric specialties.



WHY WE DANCE



For Ryan.

IUDM was founded in 1991 in honor of one of our greatest legacies, Ryan White. As a young boy, Ryan was diagnosed with AIDS which he contracted through contaminated blood transfusions he received for hemophilia. Growing up in a time when society misunderstood the AIDS diagnosis, Ryan faced serious ridicule and was even banned from his school. Determined to educate people on AIDS and stand as a voice for all of those impacted by the disease, Ryan courageously fought for his rights. He befriended celebrities such as Michael Jackson and Elton John in his fight and became a national spokesperson for AIDS education. Unfortunately, Ryan passed away on April 8th, 1990, a year before he was to attend Indiana University. Jill Stewart, one of Ryan's dear friends, came to IU and started IU Dance Marathon in his memory. We dance to commemorate and honor Ryan's courage.



For Ashley.

Ashley Louise Crouse is a daily inspiration for all of IUDM. Ashley was an Executive Council member in 2005, serving as IUDM's Vice President of Communication. In April of 2005, Ashley's life was taken from us in a sudden accident. Ashley's family, the IUDM community, and her hometown of Carmel, Indiana, used this tragedy as an inspiration to continue her legacy. After Ashley's passing, Carmel Dance Marathon was created in her honor. Her initials, "ALC," are marked on every article of IUDM apparel since she gained her angel wings. Ashley looks down on IUDM with a positive light. We dance to honor Ashley in making everyone we meet feel special.



For The Kids.

For The Kids and families treated at Riley Hospital for Children. Riley Hospital serves as Indiana's first and only comprehensive children's hospital in the state of Indiana, nationally ranked in 10 out of 10 specialties. Each year, Riley serves over 300,000 inpatients and outpatients from across Indiana, the nation, and the world. In addition to providing funds to enable innovative research and strong clinical programs, IUDM works to build relationships with Riley families. Through community events such as the Easter Egg Hunt, Pumpkin Patch outings with Riley kids, and serving meals at the Ronald McDonald House, IUDM works to give back in ways outside of fundraising. We cherish our relationship with our Riley kids and their families. We dance for the brave and inspiring kids at Riley Hospital.



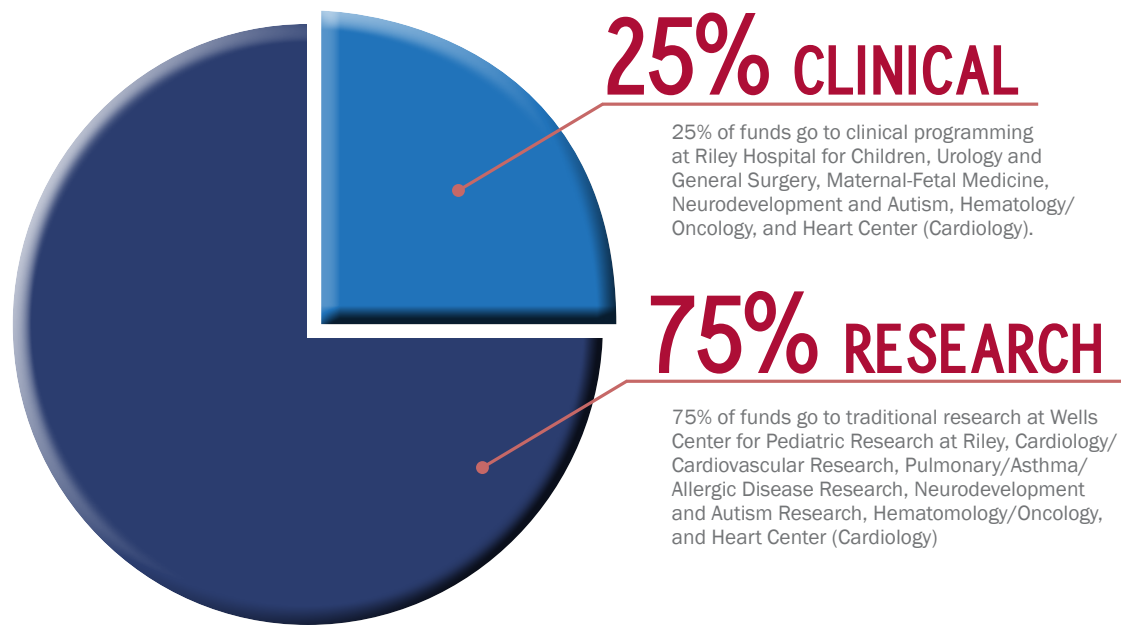
A YEAR LONG EFFORT

Students at Indiana University work year round to raise awareness and funds For The Kids at Riley Hospital. Many of IUDM's participants are broken up into 18 different committees at the beginning of the year. Every committees has a specific focus including working with Riley and its families, planning events throughout the year, raising

awareness for Riley Hospital and IUDM, engaging students and the community, and streamlining fundraising. Indiana University Dance Marathon is a 36-hour event where students are on their feet, listening to Riley families' stories, dancing, and playing games all in the culmination of yearlong fundraising efforts.

IMPACT OF IUDM

100% of the total raised at the end of IUDM goes directly to Riley Children's Foundation. Riley Children's Foundation is a 501 (c)3 organization which financially supports Riley Hospital for Children. The total raised by IUDM is divided so that 75% of funds support research and 25% of funds support clinical programming. For every dollar that IUDM donates to Riley Hospital for research, the Wells Center for Pediatric Research obtains about an additional \$12 in federal grant support through the National Institutes of Health.



ABOUT RILEY

Indiana University Dance Marathon benefits pediatric research and clinical programs at Riley Hospital for Children. Riley Hospital is one of the largest children's hospitals in the United States and is consistently ranked among the best children's hospitals by U.S. News & World Report. Riley is currently ranked in all 10 pediatric specialties and remains the only nationally ranked children's hospital in the state of Indiana. Riley has one of the highest acuity rates of all children's hospitals and with funds from IUDM, Riley is able to perform groundbreaking research on many of these illnesses.



JUDM BY THE NUMBERS

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SPONSORSHIP LEVELS

Angel Partnership

\$20,000+

Please contact Kurt Eshleman at corporate.relations@iudm.org to discuss customized packages. (ex: Title Sponsor at IUDM Event, Snapchat Filter at IUDM, Speak at IUDM)

Premiere Partnership

\$5,000-\$9,999

Please contact Kurt Eshleman at corporate.relations@iudm.org to discuss customized packages. (ex: exclusive social media campaigns)

IUDM Legacy Partnership

\$10,000-\$19,999

Please contact Kurt Eshleman at corporate.relations@iudm.org to discuss customized packages. (ex: title partner for IUDM event)

Gold Partnership

\$1,500-\$2,499

Logo on marathon t-shirt, Individual banner at the marathon. All perks of Silver Partnership

Platinum Partnership

\$2,500-\$4,999

Please contact Kurt Eshleman at corporate.relations@iudm.org to discuss customized packages. (ex: naming rights to part of the marathon)

Bronze Partnership

\$500-\$999

Company logo on corporate banner at the marathon, Company name on IUDM.org, "We Support IUDM" storefront decal.

Silver Partnership

\$1,000-\$1,499

Company logo and link on IUDM.org, All perks of Bronze Partnership.

MARATHON EXPOSURE

One opportunity for exposure at the marathon is naming rights to different areas within the marathon. Areas at the marathon include the Riley Area, Bag Check, the Hospitality Area, the Entertainment Booth, and Games.

Riley Area

The Riley Area is the most popular area for the Riley kids and families. The Riley Area is an open area for dancers and visitors to interact with the Riley families. Within the Riley Area, there is a bounce house, face paint, and various games and activities.

Bag Check

The bag check is where all of IUDM's 36 and 24 hour dancers keep their bags throughout the marathon. Dancers bring a variety of outfits for theme hours, food and drinks, and other supplies for the duration of the marathon.

Hospitality Area

The Hospitality Area is where dancers eat during the marathon. During rotations throughout the marathon the hospitality area is used 27 different times. All food served at the marathon is provided through in kind donations from local restaurants and food chains. There is also an option to sponsor the Hospitality Area as a whole through a monetary donation.



MARATHON EXPOSURE

Another opportunity for marathon exposure is sponsoring events within the marathon. Some of the events in the marathon are the Riley Kid Talent Show, the Head Shave-A-Thon, the Rave, numerous performers, and a Basketball Tournament.

Riley Kid Talent Show

The Riley Kid Talent Show is an event which takes place throughout IUDM's 36 hour span. This event is where our Riley Kids have the opportunity to perform in front of all of IUDM's dancers. This past year 18 Riley Kids performed gymnastic routines, dances, songs, and a variety of other talents that they have.

Head Shave-A-Thon

To encourage fundraising, IUDM committee members volunteer to participate in the Head Shave-A-Thon once the team fundraising goal is met. The Shave-A-Thon takes place on the main stage during the marathon and committee members get their heads shaved by our special barbers, our Riley kids.

Rave

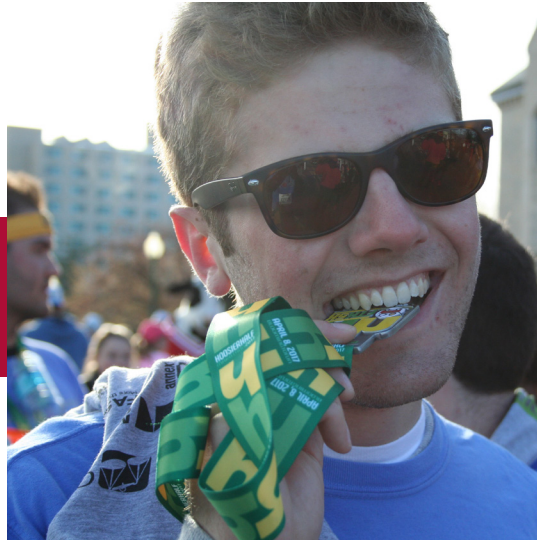
The Rave is an hour long concert in the last 12 hours which is performed by a DJ. Members of the entertainment committee join our Riley kids on stage during this concert. This concert gets the dancers energized going into the final morning of the marathon.





EVENTS

While the marathon is IUDM's largest event, we also host many other events throughout the year. Some of our large scale events include an annual Gala and Golf Outing, For the Kicks, and Day of Hope. We also have smaller scale events throughout the year such as the FTK 5k partnered with the Hoosier Half Marathon, the Spring Fundraising Challenge, the Old Oaken Bucket Challenge, Campus Awareness Week, Ryan and Ashley Week, Riley Week, and other fundraising events.



LARGE-SCALE EVENTS



For 12 years and counting, IUDM has hosted a Golf Outing in Indianapolis during the summer months. All proceeds from the Golf Outing benefit Riley Hospital for Children. The Golf Outing provides an opportunity for companies to partner with IUDM with options to become a title sponsor for the event or an individual hole sponsor. Last year, 24 companies were involved in the success of our 11th Annual Golf Outing through hole sponsorships and in-kind donations of food and beverages. The event includes a golf tournament, games and prizes, and dinner.



This year we will be hosting our 14th Annual IU Dance Marathon Gala in the fall. The purpose of this event is to steward our donors and spread awareness of Riley Hospital for Children and IUDM. Gala is an opportunity to invite Riley Hospital and Riley Children's Foundation staff and doctors, IUDM Alumni, Corporate Sponsors, and major donors to celebrate the miracles IUDM helps to fund. The evening includes a dinner, keynote speakers, and both a silent and live auction.



Day of Hope is IUDM's largest fundraising day of the year. On this day, students make their largest fundraising push in the final weeks before the marathon by utilizing as many resources as possible. Hundreds of members gather in a centralized location on campus, known as the hype room, to fundraise together. Alumni are highly engaged on this day through virtual updates and some even host a hype room in Indianapolis. Through social media, face-to-face solicitation, mobile communication, and other fundraising vehicles, IUDM raised \$497,328.23 during the 2018 Day of Hope.

SMALLER-SCALE EVENTS



The FTK 5K is a 5K road race in association with the Hoosier Half Marathon. The FTK 5K has over 700 participants from both Indiana University and the community who run through the city of Bloomington in support for Riley Hospital.



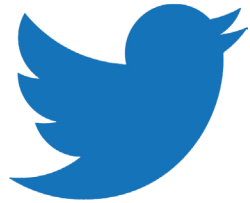
Contrary to our rivalry in football, IUDM and Purdue University Dance Marathon (PUDM) come together in a weeklong fundraising push all in support of Riley Hospital for Children. Due to the nature of the rivalry, there is, of course, an aspect of friendly competition as each dance marathon works to raise the most funds for Riley Hospital in that week. Last year, a corporate partner had the unique opportunity to work with both IUDM and PUDM through this fundraising challenge.

Although the Dance Marathon is in November, IUDM works all year long to raise funds for Riley Hospital for Children. Throughout the year IUDM has multiple special fundraising push days. On these days, IUDM members are encouraged to place extra emphasis on raising funds for Riley Hospital. Some of these fundraising pushes include Road Rules where committee members drive all over the state of Indiana to stand outside in public locations to raise funds, Change Challenges between committees, and the Legacy Cup which works to engage dancers in fundraising. Our largest fundraising push, outside of Day of Hope, is the 100 Day Challenge, which marks 100 days to until IUDM and where each member is challenged to raise at least \$100 for Riley Hospital.

MEDIA PRESENCE

VISIT OUR WEBSITE:

IUDM.org



6,289
Twitter Followers

@IUDM



5,711
Facebook Likes

Indiana University Dance Marathon



5,560
Instagram Followers

@IUDanceMarathon

For corporate partners in the Platinum, Premium, IUDM Legacy and Angel partnership levels, there is an opportunity to gain social media coverage on IU Dance Marathon accounts. For example, through our Corporate Partner Spotlight posts on Facebook, averaging a reach of 3,000 viewers, and highlighting the partner's impact on IUDM and Riley.

PARTNER TESTIMONIALS

“ Supporting worthwhile organizations is crucial to building healthy communities. That’s why BKD is proud to support IUDM – an organization improving the lives of so many children every day at Riley Children’s Hospital. ”

-BKD

“ We are honored at Blue Horseshoe to partner with IUDM. We have seen all that IUDM does for the kids (FTK) at Riley Hospital for Children and are thrilled to have the opportunity to help support these efforts. By partnering with IUDM we are also able to support a passionate student run organization as they help develop leaders of the future. ”

-Blue Horseshoe Solutions



CONTACT US FOR MORE INFORMATION

Address

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