PARTNERSHIP OPPORTUNITIES

February 4, 2017
Sun Devil Fitness Complex - Maroon & Gold Gym
www.ASUDM.com

FOR THE KIDS
#FTK
Arizona State University Miracle Network Dance Marathon

A Night of Celebration
Arizona State University Miracle Network Dance Marathon is an impactful year-round fundraising program, organized entirely by ASU students to support the patients and families cared for at Phoenix Children’s Hospital. Culminating in a 12 hour celebration event where thousands of students “dance for kids who can’t”, this solidarity and connection with Phoenix Children’s Hospital makes ASU Miracle Network Dance Marathon an event unlike any other in our community.

We Dance for Kids Who Can’t
Dance Marathon is a nationwide movement, involving college students across the country who raise money for the Children’s Miracle Network hospital in their community. All entirely student run, ASU Dance Marathon has already become a university tradition on campus with a record 1,200 students participating in the inaugural event. **100% of the funds raised are donated to Phoenix Children’s Hospital.**

As one of the largest children’s hospitals in the nation, Phoenix Children’s has been providing hope and healing to patients and families for over 30 years. ASU students, alumni and community sponsors play a vital role in this mission. Every dollar raised through ASU Dance Marathon will have a direct impact on patient care and critical programs and services provided to our patients and families.

We ask you to consider partnering with ASU and Phoenix Children’s Hospital for this signature event. Not only will you offer much-needed support to PCH families, your company and employees will have the satisfaction of taking part in this rewarding event that has real impact and exceptional exposure opportunities. A partnership with ASU’s strong brand and the highly-regarded Phoenix Children’s non-profit will help set your business apart.

About Phoenix Children’s Hospital
Phoenix Children’s is one of the largest, most respected children’s hospitals in the nation, providing world-class care in 75 subspecialty fields of pediatric medicine. It’s a privilege to serve our patients and families, and we’re honored to have the support of partners in our community who share our vision.

- Phoenix Children’s Hospital is ranked in the top 50 pediatric facilities in the country in 9 out of 10 specialty fields of medicine by U.S. News and World Report.
- Within five years, 1 in 4 Arizona children will have received care from a Phoenix Children’s provider.
- In 2014, we treated more than 150,000 patients, provided care during more than 237,000 outpatient visits, saw more than 83,000 patients in our Emergency Department and 2,500 children in our Level 1 Pediatric Trauma Center and performed more than 16,000 surgeries.
- More than half of Arizona’s pediatric care in cardiology, orthopaedics, neurology and oncology is provided at Phoenix Children’s.
- We are the largest provider of pediatric health care services to low-income children in Arizona.
- We provide the state’s only pediatric heart transplant program, Level 1 Pediatric Trauma Center, Neuro-NICU, kidney transplant program, pediatric hemodialysis program, pediatric stroke program and many more.
Give and Get Back

We know that you help our patients simply because you want to bring them inspiration, hope and joy. But ASU Miracle Network Dance Marathon is an ideal opportunity to recognize your company for your support of Phoenix Children’s in front of thousands of students. Listed below are some of the deliverables we can provide that will help align your brand with Phoenix Children’s Hospital and acknowledge the efforts of your company.

DM Hero, $10,000

- Logo on Dance Marathon website as Presenting Sponsor
- Logo on Phoenix Children’s Hospital (PCH) event page as Presenting Sponsor
- Logo on Dance Marathon signage around ASU campuses as Presenting Sponsor
- Logo on Dance Marathon flyers around ASU campuses as Presenting Sponsor
- Logo on signage at Dance Marathon event as Presenting Sponsor
- Logo on 1,000+ Dance Marathon shirts as Presenting Sponsor
- Mention in Phoenix Children’s Hopes & Dreams magazine as Presenting Sponsor (22k donors)
- Mention in e-blast to entire Dance Marathon database as Presenting Sponsor (3x min.)
- Mention on Dance Marathon Facebook, Twitter and Instagram as Presenting Sponsor
- Mention on PCH Foundation Facebook as Presenting Sponsor
- Mention in all Dance Marathon media exposure opportunities as Presenting Sponsor
- Promotional table for entire duration of Dance Marathon (or as many hours as you would like)
- Banner at Dance Marathon (provided by Sponsor)
- Presented on stage with the “Dance Marathon Hero” Award
- Opportunity for company spokesperson to address crowd on stage
- Stage mentions at event as Presenting Sponsor, by Dance Marathon Director (3x min.)
- Opportunity to bring company mascot to event
- Invitation to the Opening/Closing Ceremonies of Dance Marathon
- Invitation for private tour of Phoenix Children’s Hospital
- Invitation to PCH Partner Fair (exposure to 4,000+ employees / volunteers / patient families)
- First right of refusal for 2017 Dance Marathon
Gold Sponsor, $5,000

- Logo on Dance Marathon website
- Logo on Phoenix Children’s Hospital event page
- Logo on Dance Marathon flyers around ASU campuses
- Logo on signage at Dance Marathon event
- Logo on 1,000+ Dance Marathon shirts
- Mention in e-blast to entire Dance Marathon database (2x min.)
- Mention on Dance Marathon Facebook, Twitter and Instagram
- Promotional table for up to 3 hours at Dance Marathon
- Banner at Dance Marathon (provided by Sponsor)
- Stage mention at event, by Dance Marathon Director (1x min.)
- Opportunity to bring company mascot to event
- Invitation for 5 to the Opening/Closing Ceremonies of Dance Marathon
- Invitation for private tour of Phoenix Children’s Hospital

Maroon Sponsor, $2,500

- Logo on Dance Marathon website
- Logo on Phoenix Children’s Hospital event page
- Logo on signage at Dance Marathon event
- Company name on 1,000 Dance Marathon shirts
- Mention in e-blast to entire Dance Marathon database (1x min.)
- Mention on Dance Marathon Facebook and Twitter page
- Promotional table for up to 2 hours at Dance Marathon
- Opportunity to bring company mascot to event
- Banner at Dance Marathon (provided by Sponsor)
- Invitation for private tour of Phoenix Children’s Hospital
Sparky Sponsor, $1,000

- Company name on Dance Marathon website
- Company name on Phoenix Children’s Hospital event page
- Company name on Dance Marathon signage at event
- Company name on 1,000 Dance Marathon shirts
- Mention on Dance Marathon Facebook and Twitter page
- Promotional table for up to 2 hours at Dance Marathon
- Opportunity to bring company mascot to event
- Banner at Dance Marathon (provided by Sponsor)

Pitchfork Sponsor, $500

- Company Name on Dance Marathon website
- Company Name on Dance Marathon signage at event
- Promotional table for up to 2 hour at Dance Marathon
- Opportunity to bring company mascot to event
- Banner at Dance Marathon (provided by Sponsor)

Food & Beverage Sponsors, In-Kind

- Company Name on Dance Marathon website
- Opportunity to provide food and/or beverage for all Dance Marathon participants
- Promotional table with employees or volunteers to distribute food, menus, coupons, etc.
- Opportunity to bring company mascot to event
- Banner at Dance Marathon (provided by Sponsor)
- *Minimum $500 in-kind value for food & beverage required to receive deliverables above

Sun Devil Table, $750

- Any student organization that creates a team and fundraises $750
- Promotional table for up to 1 hour at Dance Marathon
Doing Good Helps Businesses Do Well

Studies show an increase in sales result from engaging in cause-related marketing.

**FOR EVERY $1 A COMPANY GIVES TO A CHARITABLE CAUSE, $6 IS EARNED.**

Why?
The majority of consumers prefer to do business with a company that is doing good.

**58% of global consumers are willing to pay more to companies committed to helping increase child survival rates.**

While nearly all global consumers expect companies to act responsibly, half need to hear or see proof before they will believe it. Companies must share activities and results across multiple touch points and translate for consumers how their purchases can create individual impact.

**Given similar price and quality, 9 in 10 consumers are likely to switch brands to one associated with a good cause.**

**Behavior Cues**
- 55% will pay extra for products and services from companies committed to positive social impact
- 52% made at least one purchase in the past six months from one or more socially responsible companies
- 49% volunteer and/or donate to organizations engaged in social programs

**Sources:**
- 2013 Cone Communications/Echo, Global CSR Study
- 2014 Nielsen Company, Doing Well By Doing Good
- 2015 Cone Communications/Ebiquity, Global CSR Study
We hope you can join us as a sponsor for ASU Miracle Network Dance Marathon.

If you have any questions or would like more information please contact:
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PCHF
Phoenix Children’s Hospital Foundation