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to change

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2025-2026 Business Partnership Packet

www.bsudm.org

WE AIM HIGHER...

Ball State University Dance Marathon aims to inspire a diverse community to come together for the children and families of Riley Hospital for Children.



We aim to be the premiere student-run philanthropic organization at Ball State University in support of Riley Hospital for Children. BSUDM is the largest student run organization on campus.

We aim to create a powerful, transformative experience for Ball State University students, staff, and community members through our Dance Marathon by celebrating enduring hope, lifelong healing, and lasting friendships in honor of our Riley kids and families.



We aim to be the primary source of annual funding for the Magic Castle Cart and the Palliative Care Team at Riley Hospital for Children.

OUR MISSION STATEMENT

Our mission is to create a year-round fundraising and awareness effort to support the children and families of Riley Hospital for Children by unifying the Ball State University student body to create hope and healing and together, Unite to Change.

WHAT WE FUND



Riley Hospital For Children

Riley Hospital for Children, located in Indianapolis, Indiana, is a Children's Miracle Network Hospital focused on the care of children with critical medical needs. Riley Hospital for Children continues to be recognized as one of the top children's hospitals and has achieved many distinctions, establishing the hospital as one of the premier pediatric research and treatment facilities in the nation. Riley Hospital for Children has been recognized by U.S. News and World Report in 2022-23 for being ranked among the top Children's Hospitals in the country in 10 out of 10 pediatric specialties. In addition, Riley is highly ranked in the Midwest and again earned the designation as the Midwest's best hospital for children's heart care. Riley has 3 programs ranked in the Top 10 in the nation: Urology (#3), Cardiology & Heart Surgery (#6), and Pulmonology & Lung Transplant (#7). There are 5 programs in the Top 15 and 7 in the Top 25.

From simple acute routine care to the most critically ill and medically complex cases, Riley Hospital for children offers pediatric specialists in every field of medicine and surgery in a family-centered environment. Riley Hospital is committed to preeminence and shares a commitment to service excellence demonstrated through both patient and physician satisfaction.

WHAT WE FUND



Bob Baxter, former president of Riley Children's Foundation (1991-1996), started the Magic Castle Cart program over 16 years ago as a way to administer "Smile Therapy" to Riley patients and remain connected to the hospital. Volunteers distribute gifts including puzzles, stuffed animals, funny glasses, crayons and coloring books, playing cards, and other treats for the children.



Pediatric Palliative care is specialized medical care for children with serious illness. They are known as the "Live your best life team". They focus on providing the patients and their families relief from their symptoms, pain, and stress of a serious illness - whatever the diagnosis. The goal is to improve quality of life for both the child and the family.

RILEY STATISTICS

The Magic Castle Cart team includes

12 VOLUNTEERS

who distribute more than

25,000 GIFTS

to patients, siblings, and Riley families annually!



Every year,

\$30,000

is needed in order to fund the Magic Castle Cart.



In one year, the Riley Palliative Care Team averages

1,800

clinical visits with

175

new consult visits.



All of the patients receive the

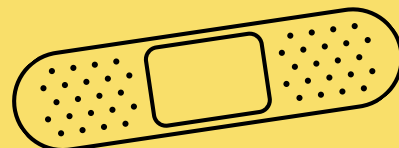
FULL RANGE

of palliative care services in addition to receiving a

PERSONALIZED

TREATMENT PLAN

for approaching each child and families needs.



A RILEY STORY



Meet Bryson Faus

Bryson was born with multiple congenital heart defects (interrupted aortic arch, aortic stenosis, a very large VSD, and an ASD) as well as severe bilateral hydronephrosis (aka swelling of the kidneys due to a blockage in the ureters.) Bryson was life-lined to Riley from Fort Wayne at just 12hrs old due to his heart defects which we were unaware of prior to birth. He's had two open-heart surgeries (6 days old and 7 1/2mo,) 2 heart caths, 3 kidney procedures, 1 kidney surgery, and a g-tube placement surgery. He spent a good portion of his first year at Riley and continues to be followed by Riley Cardiology, Urology, and Nephrology. He'll have to have heart surgeries throughout his life to replace his pulmonary valve but he's doing absolutely amazing right now.

Today, Bryson is a happy kiddo who loves to come to BSUDM. Bryson is always running around, dancing, and having a good time. He encourages participants to fundraise and always do more!

Read more about Bryson's Story [HERE](#)

CORPORATE ASSETS

Social Media Presence

INSTAGRAM @BSUDM

2.6k Followers
3k Average monthly
impressions

FACEBOOK

Ball State University Dance Marathon

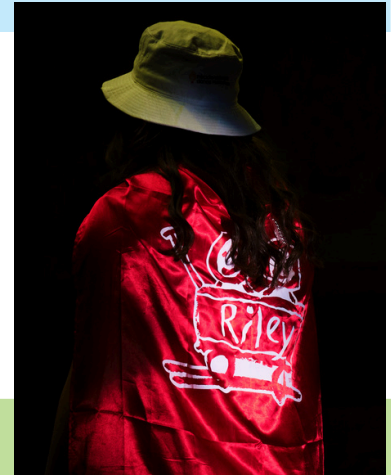
3.2k Followers
3.2k Facebook Likes

CAMPUS PRESENCE

- **Dine-to-Donates** for the community
- **Special Events** for students and families
- **Newsletters** to subscribers
- **Shoutouts** to corporate partners

RECENT ACCOLADES

- **2023** Children's Miracle Network, Miracle Maker Award Recipient
- **2023-2024** Ball State Student Organization Award Reception Large Organization Event Of The Year
- **2024** Riley Noble Society Inductee
- **2025** Ball State University Student Organization Award Reception - New Initiative of the Year Award for Battleships



EVENT PRESENCE

- Corporate partners have numerous opportunities to create an impact at our special events throughout the year.
- Corporate partners can meet incentive levels to be the title sponsor of our special events.
- This opportunity would provide numerous impressions throughout the Ball State campus and Muncie community.
- Title sponsors for special events would also have the opportunity to table to create a greater impression on the Ball State campus!

SPECIAL EVENTS

BSUDM has a wide variety of special events that contribute to a years worth of fundraising and excitement! Working with corporate partners allows the opportunity to showcase our sponsors and build a lasting relationship that is mutually beneficial for BSUDM, our partners, and of course the children and families of Riley.



FUNDRAISING PUSHES

• ONE DAY FOR CHANGE

- One Day For Change is our second biggest fundraising push day of the year. This 26.2 hour event is filled with themed hours, fundraising challenges, inspiration, and exciting opportunities to get engaged in BSUDM. This year, we raised over \$44,000 thanks to our amazing donors and sponsors.

• WEEK OF MIRACLES

- A week-long fundraising and awareness celebration a week before our Dance Marathon as an opportunity to get Ball State students registered and excited to start fundraising for our big event.

• CHILD HEALTH DAY

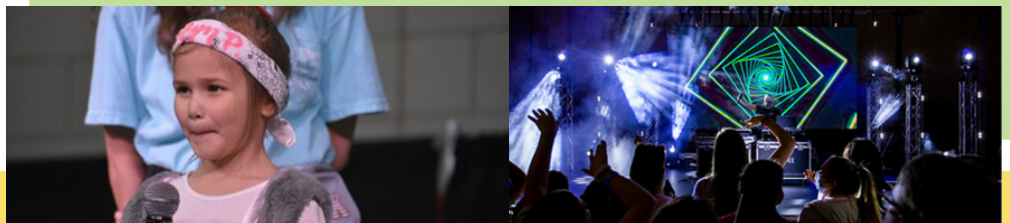
- Child Health Day is celebrated nationwide by Dance Marathon participants as a fundraising push and an opportunity to spread awareness.



THE BIG DAY!

The day of BSUDM is the largest student-run event of the year. This six-hour event includes dancing, music, games, activities, Riley stories, and so much more, culminating with announcing our final fundraising total. In 2025, BSUDM raised **\$238,138.25** for Riley with large funds from fundraising pushes, partnering high schools, and business partnerships! Your business can help us make more miracles for BSUDM 2026!

Check out our [2024 Marathon!](#) Our 2025 Marathon will be available soon. Stay tuned!



\$250-\$1,500 INCENTIVES

Table space at
Dance Marathon

Logo at
corporate table

Logo on BSUDM
website

Logo on corporate
slideshow

BSUDM thank you
video

Vocal Recognition
during Marathon

Certificate of
appreciation

Tour of the Marathon

Invitation to events

If you are not interested in any of the amounts listed, know that any amount is appreciated! We will work with you to ensure you still receive incentives to show our appreciation for your support!

**Life
Saver
\$1,500**

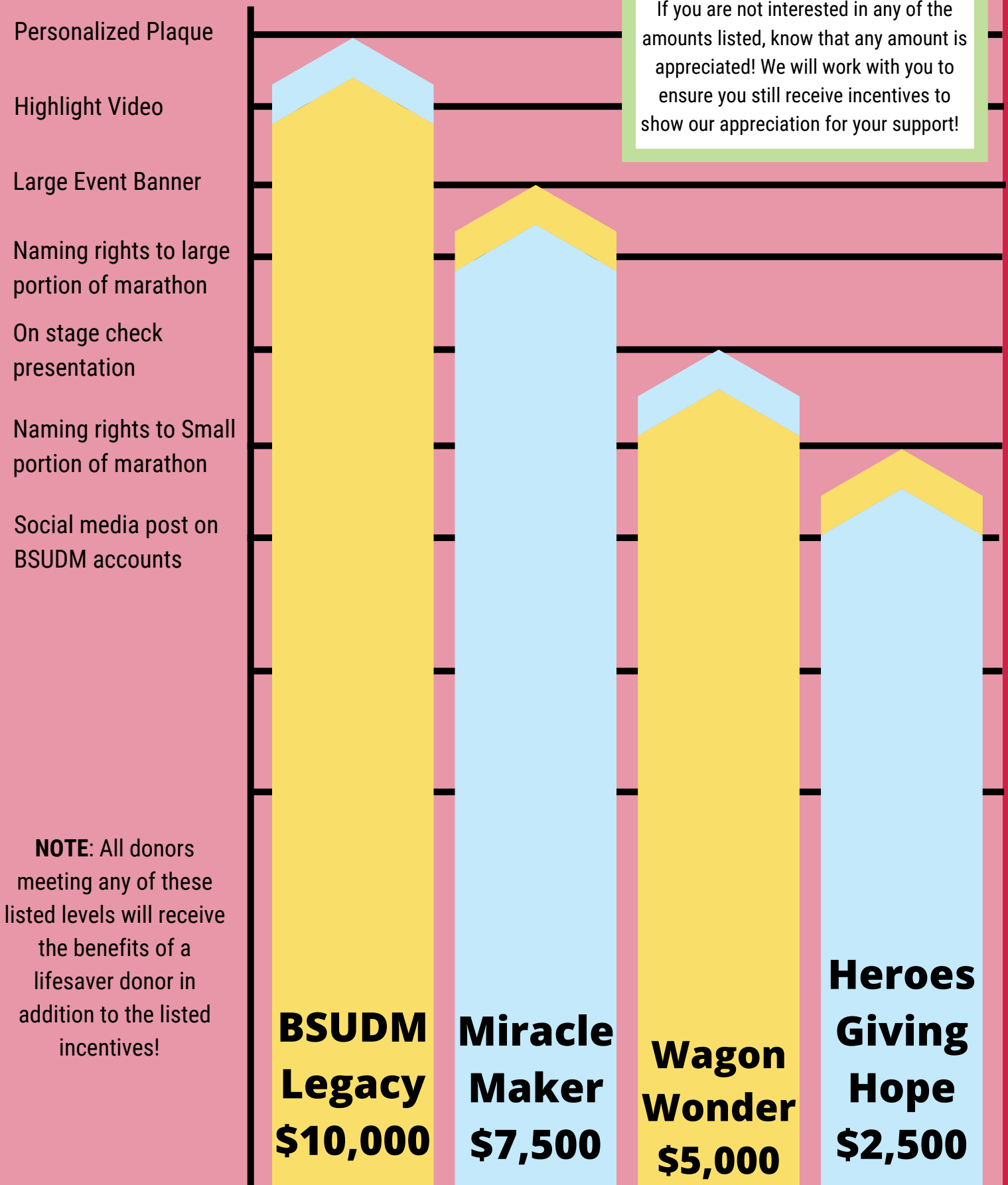
**Magic
Castle
\$1,000**

**Healer
\$500**

**Change
Maker
\$250**

\$2,500-\$10,000 INCENTIVES

If you are not interested in any of the amounts listed, know that any amount is appreciated! We will work with you to ensure you still receive incentives to show our appreciation for your support!



NOTE: All donors meeting any of these listed levels will receive the benefits of a lifesaver donor in addition to the listed incentives!

**BSUDM
Legacy
\$10,000**

**Miracle
Maker
\$7,500**

**Wagon
Wonder
\$5,000**

**Heroes
Giving
Hope
\$2,500**

OTHER BENEFITS

BOOST EMPLOYEE MORALE

Employees love to work for companies who support and give to organizations bigger than themselves. It shows that their company is fighting for a cause, which **will push your employees to work harder and make a difference in the workplace.**



Ball State Outreach

As a sponsor and partner of BSUDM, you will have **the opportunity to market and promote your business** to college students, families, alumni, staff, and the Muncie community.



This is a great opportunity for you to **recruit eager and job-seeking students** and also **gain new customers.**

TAX DEDUCTIONS

Riley Children's Foundation is a not-for-profit organization, section 501©(3). **All donations are tax deductible** to the extent allowed by law.



INCREASE BRAND AWARENESS

Your business deserves to have an all-around positive brand awareness. How your customers view your brand is so crucial. Building your brand image could start with donating to your local children's hospital. Many customers may be more inclined to shop at your business if they knew that **you were a proud sponsor of such an impactful organization.**



MORE WAYS THAT YOUR COMPANY CAN MAKE A DIFFERENCE

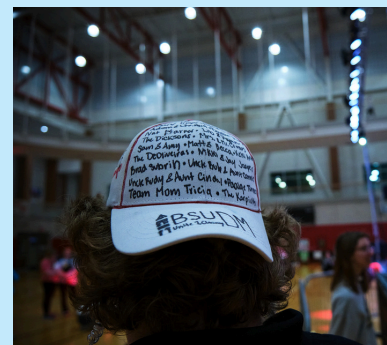
MATCHING HOUR

Your company can sponsor a matching hour at our marathon where every donation is matched for an hour at a time and/or for up to a certain total amount. This will push Ball State Students to fundraise even more and also learn about your company.



IN-KIND DONATIONS

Our marathon would not happen if it wasn't for our amazing donors who provide us with items to engage our students and community. These donations can range from giveaway incentives like gift baskets to encourage students to meet their fundraising goals to donating meals to feed our miracle-making participants throughout our marathon.



MERCHANDISE SPONSOR

Merchandise is a huge way for us to raise more money for Riley. We offer a wide variety of merch including bucket hats, sweatshirts, keychains, and more. Our merch is also a great way for us to promote Riley Hospital and Dance Marathon as a whole.

Imagine your business' logo on the back of a shirt that you sponsored for our marathon, all around the Ball State Campus.

THANK YOU!

Together, we can Unite to Change Kid's Health!

Contact Information

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Connect with us on Social Media!



@bsudancemarathon



@bsudm



**Ball State University
Dance Marathon**



**BSU Dance
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