CORPORATE DAY
FRIDAY, MARCH 6TH

► Early Bird Registration $30
► General Registration $50

(All participants pledge to raise a minimum of $150)

REGISTRATION INCLUDES:
► Lift Ticket
► Jane-A-Thon Hat & T-shirt
► Snacks & Adult Beverage
► Après Ski Party Fun…
► And Access to Prizes!

PRIZES FOR:
► Individual & Team Fundraising
► Ski/Snowboard Challenges

EVENT OVERVIEW
We’re back for our 21st annual Jane-A-Thon to benefit Invest in Kids! We uniquely bring the Colorado spirit to this fundraising event by hitting the slopes in service to ensuring the future success of children and families in our state.

This long-standing ski/snowboard event raises important funds for Invest in Kids (IIK) and our proven programs. There is no fundraising event quite like this one.

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INTANGIBLES IN KIDS
21ST ANNUAL
JANE-A-THON
March 6th & 7th, 2020

ABOUT INVEST IN KIDS
For 21 years, Invest in Kids has fulfilled its mission to improve the health and well-being of Colorado’s youngest children and their families. Through Nurse-Family Partnership and The Incredible Years programs, IIK works with vulnerable children and families throughout Colorado to improve pregnancy outcomes and children’s health and development, decrease children’s challenging behaviors, increase their social competence, improve their academic skills, and help parents develop positive parenting practices. Ultimately, IIK gives all Colorado children and families the chance to thrive!

IIK implements the following programs:

Nurse-Family Partnership®
Nurse-Family Partnership is a relationship-based program that partners highly-trained professional nurses with vulnerable first-time mothers and their babies. The program transforms lives through improved pregnancy outcomes, promotion of child health and development, and the encouragement of economic self-sufficiency for families. Invest in Kids selected Nurse-Family Partnership as our first program because of its life-changing impact for mothers and babies, demonstrated through long-term, rigorous scientific research.

The Incredible Years®
The Incredible Years is an early childhood emotional and social health program designed to increase a child’s success at school and at home by promoting positive parent, teacher, and child relationships. The program improves school performance, reduces child behavior problems, promotes positive and consistent discipline, and supports caregivers through a holistic approach involving children, parents, and teachers. Like every Invest in Kids program, The Incredible Years is proven to be effective through research, measurable community impact, and ongoing sustainability.

JOIN US!

IIK JANE-A-THON 2020
Register TODAY at www.iik.org
Corporate Day at Invest in Kids’ Annual Jane-A-Thon is Friday, March 6th! All corporate teams will spend a day skiing and snowboarding together to raise money for programs proven to improve the lives of vulnerable children and families in Colorado. A nice idea, right? Concerned you can’t afford to lose a whole day and send your employees up to Winter Park Resort/Mary Jane? You can’t afford not to!

THREE WAYS EMPLOYEE PARTICIPATION IN THE JANE-A-THON MAKES GOOD BUSINESS SENSE

▲ Improved Employee Engagement and Retention - According to a PwC study, “Employees most committed to their organizations put in 57% more effort on the job – and are 87% less likely to resign – than employees who consider themselves disengaged.” Various studies show that the employer can help lessen employee attrition in part through a corporate volunteering program. This includes building camaraderie among coworkers and their supervisors, instituting a corporate culture of caring and meaningful work, and improving the company’s stability through increased productivity. Average employee turnover in the U.S. is 15.1% and the average cost of that turnover ranges from 20% to 150% of the employee’s salary, making investments in employee volunteering worth it. Hosting a team for the Jane-A-Thon is not just a single day of team-building and camaraderie - but a chance for employees to unite toward a common cause for weeks as they work together to fundraise for the event.

▲ Enhanced Corporate Visibility and Reputation - A study by Cone Communications/Echo Research showed that 91% of global consumers are likely to switch brands to one supporting a good cause, given similar price and quality. According to the Nielsen Global Survey, 55% of global consumers would pay more for products and services provided by socially responsible companies. Being seen on the slopes at the Jane-A-Thon and out in the community raising money for the event on behalf of your company increases your visibility and enhances your reputation among current and potential customers.

▲ Strong Recruitment of Younger Employees - People often talk about how to entice new talent from the Millennial generation. Known to be socially-minded, this group is “willing to sacrifice an average of 14.4% of their expected salaries to work at socially responsibility companies,” according to Stanford Graduate School of Business study. Offering corporate volunteering opportunities like the Jane-A-Thon can be very attractive to young hires.

CONTACT ANDREA AT (303) 839-1808 X108 OR AARKOW@IIK.ORG TO GET INVOLVED.

IIK JANE-A-THON 2020
Register TODAY at www.iiik.org
INVEST IN KIDS 21ST ANNUAL JANE-A-THON
March 6th and 7th, 2020

SPONSORSHIP OPPORTUNITIES

BLACK DIAMOND TITLE
$10,000

- Featured prominently in all event promotions, including pre-event marketing, inclusion on invitation, featured on-site exposure during the event and post-event media relations
- Opportunity to speak at Jane-A-Thon
- Behind-the-scenes look at IIK programs
- Company logo on event t-shirt
- Banner at Jane-A-Thon
- Mention on website, Invest in Kids Annual Report, and e-newsletter
- Food and drink vouchers for use at any Winter Park restaurant
- Additional invites to VIP party
- Registration, including lift tickets for corporate employees (with a pledge-to-raise minimum $150/pp)

BLUE SQUARE
$5,000

- Featured prominently in all event promotions, including pre-event marketing, inclusion on invitation, featured on-site exposure during the event and post-event media relations
- Company logo on event t-shirt
- Mention on website, Invest in Kids Annual Report, and e-newsletter
- Registration, including lift tickets for corporate employees (with a pledge-to-raise minimum $150/pp)

GREEN CIRCLE
$2,500

- Featured in all event promotions, including pre-event marketing, inclusion on invitation and featured on-site exposure during the event
- Company logo on event t-shirt
- Mention on website and Invest in Kids Annual Report, and e-newsletter
- Registration, including lift tickets for corporate employees (with a pledge-to-raise minimum $150/pp)

CUSTOMIZABLE SPONSORSHIPS AVAILABLE!

For sponsorship info or questions, contact Andrea
ph: 303-839-1808 x108
email: aarkow@iik.org

Register TODAY at www.iik.org