



Irish Jig 2027

PARTNERSHIP OPPORTUNITIES

Who will you jig for on Saturday, March 20?

MORE THAN A RACE — IT'S A PLATFORM FOR PURPOSE

For more than 40 years, the Irish Jig has marked the start of Michigan's racing season—but today, it represents something far greater: a high-visibility platform for corporate and community leadership.

In 2026, a bold evolution of the event transformed participation and purpose—engaging more than 3,100 runners, walkers and supporters in a unified stand against cancer. In 2027, we invite you to build on that momentum as a valued partner.

This isn't just a race. It's an opportunity to align your organization with a cause that touches 1 in 2 people—and to demonstrate your commitment to advancing cancer research and care through Corewell Health and Helen DeVos Children's Hospital. Your partnership fuels every step taken, every story shared and every life impacted.

Join us. Engage your employees. Elevate your brand. Activate your network. Because when organizations lead, communities move—and together, we accelerate hope and impact.



HEALTH AND WELLNESS EXPO

On Friday, March 19, 2027, the Irish Jig Health and Wellness Expo will return for its second year at the Corewell Health Sports Performance Center.

The Expo offers partners a valuable opportunity to connect with participants and community members, showcase products or services, and visibly align with a meaningful cause in a high-energy event environment.

We anticipate strong attendance based on the successful launch of the inaugural Expo, which welcomed community, running and wellness partners and helped extend engagement well beyond race morning.

EXPO PARTICIPATION

Corporate partners at the \$1,000 level and above qualify for a dedicated booth at the 2027 Irish Jig Expo. Nonprofit partners willing to promote their participation on social media are invited to participate at no additional cost.



PARTNER OPPORTUNITIES

The Irish Jig offers multiple ways for your organization to show leadership in the fight against cancer while gaining meaningful visibility before, during and after the event. Partnership benefits are designed to connect your brand with one of West Michigan's most recognizable spring traditions while supporting cancer care and research through Corewell Health Foundation West Michigan.

PARTNERSHIP BENEFITS

- Your logo on race shirt (~4,000)
- Educational visit with cancer care team
- Your logo on volunteer shirt (~400)
- Your logo on one mile marker sign
- Staff water or aid station
- Mention in one pre-event email
- Race packet handout and expo giveaway
- Your logo on website/marketing materials
- Vendor booth at expo
- Social media mention (~30K monthly reach)
- Race day live mention
- Included race entries

PRESENTING \$15,000	CHAMPION \$10,000	ADVOCATE \$5,000	SUPPORTER \$2,500	FRIEND \$1,000
40	20	15	10	5

The Presenting Partner tier offers exclusive benefits available to a single partner.

All partnership levels include social media recognition with a reach estimate on all race posts of 110,847.

PARTNERSHIP AGREEMENT

Email completed agreement to greg.workman@corewellhealth.org, or mail to **Corewell Health Foundation West Michigan**, 25 Michigan St. NE, Ste 4100, Grand Rapids, MI 49503

I would like to support cancer care in West Michigan as a _____ Partner for \$_____.

Please invoice me.

Check enclosed. (payable to Corewell Health Foundation West Michigan)

ORGANIZATION

CONTACT

ADDRESS

CITY

STATE

ZIP CODE

EMAIL

PHONE

To register, pay your partnership online or learn more visit runsignup.com/Race/MI/GrandRapids/IrishJig.

Thank you for your support!