



The top-tier innovation space at James Madison University, the JMU X-labs has received considerable praise in local, regional, and national media, including the *Chronicle of Higher Education*, *New York Times*, and *Washington Post*. This campus-wide enterprise facilitates ecosystems that catalyze and cultivate high-impact engaged learning and research experiences.

We innovate by drawing together transdisciplinary teams, networks, and initiatives that respond to complex and grand challenges—“wicked problems” affecting the wider world. The X in JMU X-Labs reflects the flexible variables of expertise, lived experiences, and disciplines as we address the range of these challenges, along with our commitment to inclusive excellence.

Founded in 2015, JMU X-Labs is now in a period of expansion to accommodate greater interests from and of students and faculty from across the disciplines, university partners, community and other external partners. We welcome the participation of like-minded industry partners in realizing this growth and extending our impact.

Our Innovation Partner Program offers visibility for you and signals your organization’s alignment with the JMU X-Labs’ values.

- Collaborative innovation
- Inclusive excellence
- Engaged learning
- Creative inquiry
- Community through high-impact initiatives

Support the X-Labs and you become an integral part of innovation with JMU. Specific benefits of our three levels of engagement are described in the attached chart.

We invite you to be part of the future of higher education. Please contact us for more details at jmuxlabs@jmu.edu. To become a partner, contact the university’s Corporate and Foundation Relations office by emailing cfr@jmu.edu.



JMU X-labs: Innovation Partner Program Benefits and Opportunities	Purple* \$3,000/year	Gold* \$5,000/year	Platinum \$7,500/year
Connect with colleges, professors, and students in related fields	✓	✓	✓
Participate as a client partner for JMU X-Labs, X-Labs+, and X-Labs International courses and programs	✓	✓	✓
Tour JMU X-Labs and university facilities and spaces	✓	✓	✓
Attend the annual Innovation Summit	✓	✓	✓
Have company logo included on X-labs' website	✓	✓	✓
Be acknowledged in X-labs' annual report	✓	✓	✓
Attend lunch with X-labs team once a year		✓	✓
Be acknowledged in selected X-labs' marketing and promotional materials	✓	✓	✓
Present or staff a table at selected X-labs events		✓	✓
Distribute approved promotional merchandise at selected X-labs events		✓	✓
Host one recruiting event per year at JMU		✓	
Be a featured partner in X-labs' annual report			✓
Host two recruiting events per year at JMU			✓

* Partners at the Purple and Gold levels can be elevated to the next tier by making a multiyear commitment.