

Sponsorship 2024



Stepping out to improve lives

**Coastal NC Run/Walk for Autism | April 27, 2024
UNCW Track, Wilmington, NC @ 9 am**

This spring, the Autism Society of North Carolina (ASNC) will host its 14th Annual Coastal NC Run/Walk for Autism. It includes a 5K race and a 1 Mile Run/Walk. This event is a celebration for the autism community, with music, a children's play area, and a vendor fair, making for a fun and family-friendly experience!

What We Do

We improve lives

Our direct-care services are tailored to the unique needs of individuals with autism. We enable them to have healthy, safe, and fulfilling lives in their own communities. Our expertise helps individuals – many of whom have significant lifelong needs – be as independent as possible and achieve their goals and dreams.

We support families

Autism Resource Specialists are often the first people parents talk to after their child is diagnosed. We help families connect with resources, keep their children safe, find services, and resolve school issues. We also provide guidance on lifelong issues including employment, residential options, and planning for children's needs beyond parents' lives.

We educate communities

Our training for professionals such as doctors and teachers has increased the quality of care for individuals with autism. We advocate for the needs of the autism community with state policy-makers. Our education efforts have increased public awareness of autism and helped NC have a lower average age of diagnosis than the U.S.

Join Us

We're a powerful voice, and we're working hard to improve the lives of individuals with autism and those who love them. With your support, we can continue to ensure that individuals with autism reach their full potential in life. Join us today to embark on a meaningful marketing campaign while also helping to change lives.



Why become a sponsor

Partnering with us provides great marketing exposure to our nearly 50,000 participants, advocates, and supporters through onsite marketing opportunities and strategic logo placement. You will also increase community awareness of your company's philanthropic mission by supporting an iconic North Carolina nonprofit.

Create positive brand association

For 50 years, the Autism Society of North Carolina has been the leading statewide resource for individuals with Autism Spectrum Disorder.

Reach a large audience that is engaged and diverse

Autism's prevalence continues to increase, and every day, new families learn their child has autism. Those families partner with us to give their loved ones the best lives possible. Autism knows no racial, ethnic, or social boundaries.

Join an ASNC tradition

The Autism Society of North Carolina has been hosting road races for nearly 20 years across the state. They have become our signature fundraising event and are the largest autism awareness events and competitive 5K races in some areas. Each year, you can find competitive runners, individuals with autism, families, and supporters gathered to celebrate the autism community.

Let us customize your sponsorship package

With a team of experienced and creative marketing and sponsorship professionals, we are able to customize your package to maximize your ROI.



1 in 36 children may be diagnosed with autism nationally



40,000+ individuals and their families receive direct services annually in NC

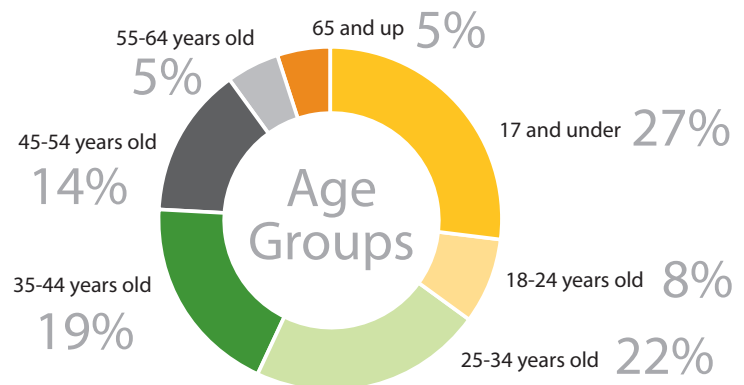
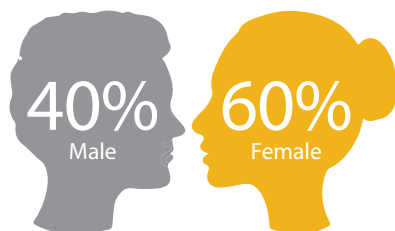


86¢ of every dollar you give goes directly to services

Who attends the run/walk?



Each spring, competitive runners, individuals with autism, families, and supporters gather to celebrate the autism community.



Who are we talking to?



ASNC engages individuals with autism, families, and supporters in the conversation about the Coastal NC Run/Walk for Autism with direct communication as well as a broad social media campaign.



Event Emails



Event T-shirt



Website Sponsor Page

Placements

Sponsors' exposure could result in more than 100,000 impressions through advertising, promotions, event collateral, signage, social media, and media partnerships.



Sponsorship Levels		Gold	Visionary	Champion	Partner	Advocate	Friend
Cash Investment		\$10,000	\$5,000	\$2,500	\$1,000	\$500	\$250
Waived Entries		15	10	8	6	4	2
	Exclusivity in your industry	✓					
Social Media	Announcement of partnership	✓	✓	✓	✓		
Advertising & Promotion	Logo in 8 email blasts (10,000+ contacts)	✓					
	Logo listed on event website & sponsor page	✓	✓	✓	Sponsor page only	Sponsor page only	Sponsor page only
	Recognition in Annual Report	✓	✓	✓	✓	✓	✓
	Option to provide items for team bags	✓	✓	✓	✓	✓	✓
Event Collateral	Naming right for Team Captain Handbook	✓					
	Logo placement on event shirts (deadline: 3/29/24)	✓	✓	✓	✓	✓	Company name only
On-site Exposure	Option to present awards	✓					
	Naming rights: 5K, Start/Finish line, awareness walk, kids play area	✓					
	Naming rights: water station, hospitality or volunteer tents		✓				
	Company banner at finish line (provided by company)	✓	✓				
	Corporate table space	✓	✓	✓	✓		
	Mentions/thank you by race emcee	✓	✓	✓	✓	✓	✓
	Logo on race banner (deadline: 4/17/24)	✓	✓	✓	✓	✓	✓

* Additional mutually agreeable opportunities are available.

How we're making an impact



Loved for Who He Is

Jaden is beloved for his upbeat personality and great smile. The 13-year-old camper loves to give nicknames, and he always makes people laugh. "He is excited each and every day to go to camp," said his mother, Deb. "Indeed, he hops out of the car and runs to get in line, chatting with everyone he meets along the way."

About three years ago, his family was new to the area. "Jaden was really struggling in a new school and trying to make new friends," Deb said. He first attended Camp Awesome in Wilmington last summer, and he had a blast.

"I can't think of one particular aspect of camp Jay enjoys the most, because he enjoys every single part of it!" Deb said. "I can tell you what we parents enjoy the most about the ASNC summer camp. It is the fact that we have a safe place to bring our child where he will feel valued, championed, and appreciated for who he is. ... It is this very atmosphere that has transformed our son."

At camp, Jaden learned to maintain personal space and verbally requests more frequently before leaving a space.

"I want to come here every year"

Mikey Wiley aspires to be a paleontologist and loves dinosaurs so much that everyone calls him "Dr. Wiley." So when he came to Camp Royall for the first time this past summer, he was thrilled to meet many new friends who also like dinosaurs.

Dr. Wiley had been asking to attend an overnight camp just like his peers, but his parents were nervous about him being away from home.

They also weren't sure they could afford it on their own. "We decided to go ahead and apply for help with funding, and we're very grateful that we did," his mom said.

At Camp Royall, he gained confidence and felt like he fit in, she said. Dr. Wiley calls Camp Royall "one of the greatest places I've ever been."



"Camp Royall is an incredibly important thing because it gives kids with autism a chance to have that regular summer camp experience."

~ Mikey's mom



Coastal NC Run/Walk for Autism

Sponsorship Registration

Company Name: _____

Facebook or Instagram Page: _____

Contact Name: _____

Address: _____

City, State, ZIP: _____

Phone: _____ Fax: _____

Email: _____

Date: _____

Indicate your company's level of sponsorship

(Please refer to sponsorship level information.)

Level: _____

Cash contribution: \$ _____

In-kind value: \$ _____

Specifics of in-kind donations: *(Please be as exact as possible amount value of in-kind donations.)* _____

Payment Type:

Check enclosed, made payable to Autism Society of North Carolina

Visa, MasterCard, American Express, Discover *(please circle one)*

Credit Card Number: _____

Expiration Date: _____

CV Code: _____

Signature: _____

For sponsors receiving logo placement on promotional materials, please email your logo in vector format (EPS or PDF) to emabry@autismsociety-nc.org.

Questions? Contact:

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Mail registration form to:

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Coastal NC Run/Walk for Autism
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