



Autism Society
of North Carolina

WNC Run/Walk for Autism

Sponsorship 2023



Stepping out to
improve lives

WNC Run/Walk for Autism | September 16, 2023
Bill Moore Community Park, Fletcher, NC

This fall, the Autism Society of North Carolina (ASNC) will host its 18th annual WNC Run/Walk for Autism. It includes a 5K race and a fun run/walk. This event is a celebration for the autism community, with music, a children's play area, a resource fair, and an arts and crafts 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

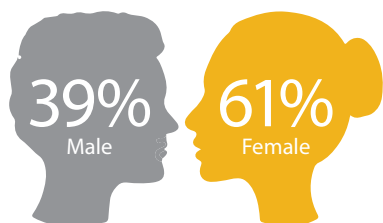
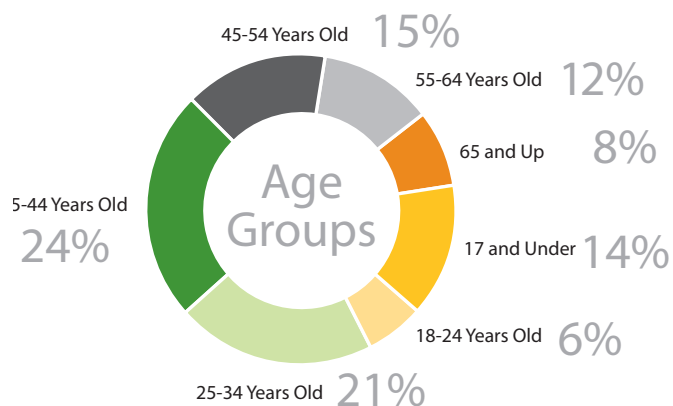
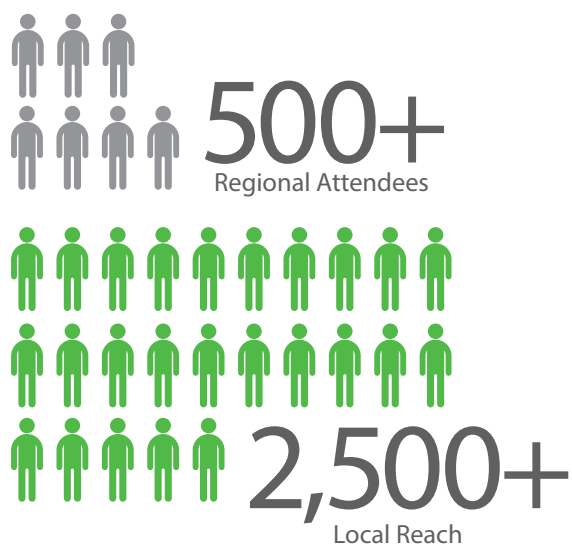


86¢ of every dollar you give goes directly to services

Who attends the run/walk?



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



45,000+
Direct Email Contacts

500+
Participants

6,000+
Twitter Followers

19,000+
Facebook Fans

3,000+
Instagram Followers

40+
Volunteers

Category	Count
Direct Email Contacts	45,000+
Participants	500+
Twitter Followers	6,000+
Facebook Fans	19,000+
Instagram Followers	3,000+
Volunteers	40+

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



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 10+ email blasts (10,000+ contacts)	✓					
	Logo 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: 08/17/23)	✓	✓	✓	✓	✓	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: 08/31/23)	✓	✓	✓	✓	Company name only	Company name only

* Additional mutually agreeable opportunities are available.

How we're making an impact

A Chance to Share Their Story

Wyatt Ogden was not diagnosed with Autism Spectrum Disorder until he was 7 years old. He had been referred for an autism evaluation by his preschool when he was 3, but he was high-functioning, and his parents did not want to limit him with a label. But Wyatt had some challenges in elementary school, and his parents soon realized that the label of autism would help Wyatt receive the supports he needed for success.

“We’ve done a 360 from not wanting the ASD label to wanting the whole world to hear our story,” said Wyatt’s mom, Kristy Barlow.

For the Asheville family, participating in the Autism Society of North Carolina’s annual WNC Run/Walk for Autism is part of sharing Wyatt’s story and raising autism awareness.

“We know it’s a challenging journey raising a child on the spectrum. We have been so thankful for the resources that Wyatt has received over the years and want to help other kids on the spectrum have access autism resources, too,” Kristy said.



“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



WNC 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: *(For your convenience, you can also pay online at www.wncrunwalkforautism.com. Select "be a sponsor.")*

☐ Check enclosed, made payable to Autism Society of North Carolina

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

Address: _____

(Address associated with credit card if different from above)

City, State, ZIP: _____

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: Erin Mabry
emabry@autismsociety-nc.org
828-269-3888

Mail registration form to:

Autism Society of North Carolina
WNC Run/Walk for Autism
5121 Kingdom Way, Suite 100
Raleigh, NC 27607