LETTER FROM THE EXECUTIVE DIRECTOR

Community Partner –

I hope this letter finds you well. My name is Jenn McGeehan, and I am writing to you on behalf of Autism Support of Kent County as the Executive Director. Our organization is dedicated to works to provide services that make it possible for individuals with autism to lead healthier and more productive lives. These include our social groups for elementary age, teens and young adults, and older adults on the spectrum, as well as our parent support group and family events.

I am reaching out to you with an exciting opportunity to partner with us in support of our upcoming events. These events play a crucial role in sustaining our mission and making a meaningful impact in the lives of those we serve.

We genuinely believe that a partnership with your Company will not only benefit our organization but will also enhance your brand's reputation as a socially responsible and community-minded entity.

I would be delighted to discuss this opportunity further and explore how we can tailor a sponsorship package to best meet your company's objectives. Please feel free to contact me at ed@autismsupportofkentcounty.org or 616-752-8577 to schedule a meeting or to address any questions you may have.

Thank you for considering this partnership opportunity. We look forward to the possibility of working together to create a positive and lasting impact on our community.

Yours in Service,

Jenn McGeehan

Executive Director

ABOUT ASK

* Autism Support of Kent County works to make life better and more productive for people with autism.
* We provide funds for programs and services that total over $100,000 annually, and we serve 100’s of individuals every year.
* We are the largest and most active autism organization in the state of Michigan providing programs directly to people with autism.

ABOUT AUTISM

#### Autism is a Spectrum:

#### Autism Spectrum Disorders affect approximately 1 in 54 individuals globally, with a higher incidence in boys. Autism transcends racial, ethnic, and social boundaries, occurring across diverse backgrounds without correlation to family income or lifestyle.

Autism is not a one-size-fits-all condition. It manifests as a spectrum disorder, with symptoms varying widely from mild to severe. Each individual, like a fingerprint, exhibits a unique combination of traits and characteristics. Even two individuals with the same diagnosis may showcase distinct behaviors and skills.

Learn more on our website at https://www.autismsupportofkentcounty.org/about-autism

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WHY SPONSOR?

**Positive Brand Visibility:** Gain exposure and enhance your brand's reputation by being prominently featured in event materials, marketing collateral, and media coverage, showcasing your commitment to social responsibility.

**Community Engagement**: Connect with the local community and target audience by actively participating in a nonprofit's special event, creating a memorable and positive association between your brand and community initiatives.

**Targeted Marketing Opportunities:** Access a specific demographic aligned with your brand values, ensuring that your message reaches an engaged audience that is more likely to resonate with your products or services. Engage directly with event attendees through sponsor-exclusive opportunities such as welcome addresses, information tables, or promotional giveaways, allowing for direct interaction and relationship building.

**Networking Opportunities:** Establish valuable connections with other sponsors, community leaders, and stakeholders present at the event, opening doors for potential collaborations and partnerships.

**Increased Social Media Exposure:** Leverage the nonprofit's social media platforms to extend your reach and engage with a broader online audience, generating buzz and increasing your social media following.

**Demonstrated Corporate Citizenship:** Showcase your commitment to social causes and corporate responsibility, demonstrating to your customers and employees that your company actively contributes to the well-being of the community.

**Employee Morale and Satisfaction:** Boost employee morale by involving them in philanthropic efforts, contributing to a positive company culture and fostering a sense of pride in working for a socially responsible organization.

**Tax Benefits:** Depending on your location and tax regulations, sponsorships to qualified nonprofits may offer tax deductions, providing an additional financial incentive for your company's support.

**Align with Corporate Values:** Demonstrate alignment with corporate values by supporting causes that resonate with your company's mission, creating authenticity and a genuine connection with your target audience.

# SPONSORSHIP OPPORTUNITIES

# Walk for Autism

* Investment: $500-5,000
* Date: May 19, 2024
* Location: LMCU Ballpark
* Expected attendance: 600+

Join us in May at LMCU Ballpark for our Walk for Autism—an uplifting day of unity and family fun. Explore our Resource Fair, enjoy family-friendly activities, and witness teams competing to raise the most funds for ASK. The highlight? A heartwarming walk around the ballpark and baseball field, symbolizing our journey toward a more inclusive world. Every step and donation directly supports ASK's crucial programs. Lace up and step with us toward a brighter future for the autism community.

**SPONSOR BENEFITS:**

**Title Sponsorship: $5,000**

* Exclusive Branding: Organization name prominently featured in the event title (e.g., "Autism Support Walk presented by [Your Company]").
	+ Recognition as the exclusive title sponsor in all promotional materials.
* High Visibility:
	+ Logo placement on the event website, social media, and all marketing collateral.
	+ Publicity in at-event announcements
	+ Prominent placement of the sponsor's logo at the start/finish line.
	+ TWO signs recognizing your company as Event Sponsor along the walk route
* Speaking Opportunity:
	+ Opportunity for a company representative to speak at the event kick-off.
* Customized Engagement:
	+ Collaborative development of unique event features (e.g., special branded race bibs, exclusive T-shirt design).
* Resource Fair: If desired, your company will be given a prime location to showcase your business’ commitment to the autism community.
* Tickets: 8 Tickets to the event

**Gold Sponsorship: $2,500**

* Logo Recognition:
	+ Logo on event T-shirts worn by all participants.
	+ TWO signs recognizing your company as Event Sponsor along the walk route
	+ Publicity in at-event announcements
* Social Media Exposure:
	+ Dedicated social media posts acknowledging Gold Sponsorship.
	+ Sponsor-exclusive social media takeover leading up to the event.
* On-Site Presence:
	+ Branded water station along the race route with volunteer engagement.
* Resource Fair: If desired, your company will be given a prime location to showcase your business’ commitment to the autism community.
* Tickets: 6 Tickets to the event

**Silver Sponsorship: $1,000**

* Tangible Recognition: Logo on participant t-shirts.
* Recognition on event banners and signage.
	+ ONE sign recognizing your company as Event Sponsor along the walk route
* Community Engagement:
	+ Sponsor-exclusive booth space at the resource fair
	+ Inclusion in post-event thank-you emails to participants.
* Exclusive Community Benefits:
	+ Sponsorship of a designated area for families and children.
	+ Distribution of sponsor-branded materials to participants.
* Resource Fair: If desired, your company will be given a prime location to showcase your business’ commitment to the autism community.
* Tickets: 4 Tickets to the Event

**Bronze Sponsorship: $500**

* Logo Placement: Logo on event promotional materials.
* Employee Engagement: Employee participation incentives or discounts.
* Event Recognition:
	+ Acknowledgment in event press releases and media coverage.
	+ Inclusion in post-event social media thank-you posts.
* Resource Fair: If desired, your company will be given a prime location to showcase your business’ commitment to the autism community.
* Tickets: 2 Tickets to the Event

**Walk Route Sign: $250**

* ONE sign with your company’s name and logo that will be placed along the walk route

**In-Kind Sponsorship:**

* Product/Service Visibility: Inclusion of sponsor-branded products in participant swag bags.
* Opportunity to distribute product samples in the resource fair
* Customized Benefits:
	+ Tailored in-kind contributions based on the sponsor's offerings and goals.
	+ Recognition for providing specific event necessities (e.g., refreshments, signage).

**Additional benefits available as requested.**

**Sponsorship Form**

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| --- |
| **Organization:**  |
| **Address:** |
| **Contact Name:** |
| **Email:** | **Phone:** |
| **Website:** |
| Please email ed@autismsupportofkentcounty.org a blurb about your organization and a high resolution logo file. |

**Event Opportunity**

* Title Sponsorship $5000
* Gold Sponsor $2500
* Silver Sponsor $1000
* Bronze Sponsor $500
* Logo Yard Sign $250

If your sponsorship level includes complimentary tickets to the event, a custom code will be provided to you once payment is received.

**Payment Method**

* **Card:** Please provide email for invoice.
* **Check:** Please mail check and completed form to PO Box 150348 Grand Rapids, MI 49515