



[Autism8k.com](http://Autism8k.com)



 **AUTISM SPEAKS®**

**PARTNERSHIP  
PACKAGE**

**Houston 8k & 1k Kid's Fun Run**

**Saturday, May 21, 2016**

**Sugar Land Town Square**

# What We've Learned About Autism

Autism now affects **1 in 68** children and **1 in 42** boys.

Autism is the **fastest-growing** developmental disability in the U.S..

Boys are nearly **five times** more likely than girls to have autism.

On average, autism costs a family **more than \$60,000** per year.

**Every 11 minutes** someone received a diagnosis of autism spectrum disorder.

There is no medical detection or cure for autism.

An estimated **500,000** Americans with ASD will turn 18 this year.

By the end of 2013, Autism Speaks had committed more than **\$467 million** to its mission, the majority in science and medical research.







## Your Company Can:

- Address the more than **500** race participants and attendees on event day
- Have company brand promoted to **thousands** of individuals in target demographics throughout Houston area
- Receive social media endorsement to over **4,000** followers
- Place company logo on over **500** event t-shirts and over **1,000** flyers and event postcards
- Be recognized in emails targeted to **thousands** of local supporters in the direct community you serve

Founder Matthew Smith started the race with his wife Amie in Austin, TX three years ago as a way to raise money and grow awareness for autism spectrum disorders. They have an 8 year old son with Autism and see the challenges of this disorder every day.

The race has gained significant momentum in the Austin market the past three years raising upwards of \$85,000 in 2014 and over \$110,000 in 2015.

Autism Speaks has decided to take the success of the race and add it into two additional markets in Texas. One in Houston and the other in the DFW area.

### Why An 8K?

The number eight (8), is significant to Autism Speaks because in 2008, 1 in **88** kids were diagnosed with autism.

To date, 1 in **68** children are diagnosed and the numbers continue to rise.

Autism Speaks awarded 900 grants to local service providers and organization across the US totaling almost **\$8M\*** in funds that have gone back to the community

## 5 Reasons Why Companies Participate

### 1. Tax Deduction

Donating to Autism Speaks is tax deductible.

### 2. Value Your Health

Office lifestyle is sedentary. Get up and run! Movement is good for your body and mind.

### 3. Appeal to Your Workforce

According to a 2007 Deloitte study on volunteering, 62% of 18-26 year olds prefer to work for a company that offers volunteer opportunities to employees.

### 4. Customer Appreciation

Appeal to your consumers by showing that you give back to the community.

### 5. Happier Employees

Those who exercise together, build morale together. Those who have a goal will exercise more consistently and be healthier- and more productive- than those who do not.



# Title Sponsor- \$15,000

***Race incorporates your name as the Title Sponsor of the event***

## **Day of Recognition**

- Opportunity for company representative to hand out awards and speak to participants on race day
- Company logo on start/finish line banners
- Company logo on race bibs
- Company logo displayed prominently on front of race shirts
- Company tent (10x10) on race day with opportunity to provide company promotional items for race participant bag
- Company logo on kilometer markers
- Free Entries -15 Free Race Entries
- VIP Tent Access Pre and Post Race
- VIP Parking on Race Day
- Opportunity to display company banner on race day (provided by sponsor)

## **Publicity**

- Name/logo included on all race communications (social media, press releases, email blasts, postcards, posters, flyers, etc.)
- Name/logo listed on on-line registration page
- Logo on website with live link to your company's website
- Logo and text on e-mails that reach over 5,000+ potential runners

**Company Water Station** - Opportunity to host an exclusive water stop on the course to show support for the competitors while actively promoting the company in a unique way.

***\*Product or service category exclusivity***





# Presenting Sponsor- \$12,500

***Autism Speaks 8k and 1k Fun Run “Presented By” Company Name***

## **Day of Recognition**

- Opportunity for company representative to address the crowd on race day
- Company logo on start/finish line banners
- Company logo on race bibs
- Company logo displayed on race shirts
- Company tent (10x10) on race day with opportunity to provide company promotional items for race participant bag
- Free Entries -12 Free Race Entries
- VIP Tent Access Pre and Post Race
- VIP Parking on Race Day
- Opportunity to display company banner on race day (provided by sponsor)

## **Publicity**

- Name/logo included on all media (social media, press releases, email blasts, postcards, posters, flyers, etc.)
- Name/logo listed on on-line registration page
- Logo on website with live link to your company’s website
- Logo and text on e-mails that reach over 5,000+ potential runners

**Company Water Station** - Opportunity to host an exclusive water stop on the course to show support for the competitors while actively promoting the company in a unique way.

# Premiere Sponsor- \$10,000

## **Day of Recognition**

- Company logo on start/finish line banners
- Company logo on race bibs
- Company logo displayed on race shirts
- Company tent (10x10) on race day with opportunity to provide company promotional items for race participant bag
- Free Entries -10 Free Race Entries
- VIP Tent Access Pre and Post Race
- VIP Parking on Race Day
- Opportunity to display company banner on race day (provided by sponsor)

## **Publicity**

- Name/logo included on all media (social media, press releases, email blasts, postcards, posters, flyers, etc.)
- Name/logo listed on on-line registration page
- Logo on website with live link to your company’s website
- Logo and text on e-mails that reach over 5,000+ potential runners

**Company Water Station** - Opportunity to host an exclusive water stop on the course to show support for the competitors while actively promoting the company in a unique way.

# Platinum Sponsor- \$7,500

## **Day of Recognition**

- Company logo on start/finish line banners
- Company logo on race bibs
- Company logo displayed on race shirts
- Company tent (10x10) on race day with opportunity to provide company promotional items for race participant bag
- Free Entries -7 Free Race Entries
- VIP Tent Access Pre and Post Race
- Opportunity to display company banner on race day (provided by sponsor)

## **Publicity**

- Name/logo included on all media (social media, press releases, email blasts, postcards, posters, flyers, etc.)
- Logo on website with live link to your company's website
- Logo and text on e-mails that reach over 5,000+ potential runners

**Company Water Station** - Opportunity to host an exclusive water stop on the course to show support for the competitors while actively promoting the company in a unique way.

# Gold Sponsor- \$5,000

## **Day of Recognition**

- Company logo on start/finish line banners
- Company logo on race bibs
- Company logo displayed on race shirts
- Company tent (10x10) on race day with opportunity to provide company promotional items for race participant bag
- Free Entries -5 Free Race Entries
- VIP Tent Access Pre and Post Race
- Opportunity to display company banner on race day (provided by sponsor)

## **Publicity**

- Name/logo included on all media (social media, press releases, email blasts, postcards, posters, flyers, etc.)
- Logo on website
- Logo and text on e-mails that reach over 5,000+ potential runners

**Company Water Station** - Opportunity to host an exclusive water stop on the course to show support for the competitors while actively promoting the company in a unique way.

# Kid's K Sponsor- \$3,000

***Autism Speaks 1k Fun Run "Presented By" Company Name***

## **Day of Recognition**

- Company logo on start/finish line banners for the Kid's K
- Company logo on race bibs
- Company logo displayed on race shirts
- Company tent (10x10) on race day with opportunity to provide company promotional items for race participant bag
- Sponsor of Kid's K Activity Tent- Company can provide branded tent as needed (staffed by sponsor)
- Free Entries -5 Free Race Entries
- VIP Tent Access Pre and Post Race
- Opportunity to display company banner on race day (provided by sponsor)

## **Publicity**

- Name/logo included on all media (social media, press releases, email blasts, postcards, posters, flyers, etc.)
- Logo on website
- Logo and text on e-mails that reach over 5,000+ potential runners

**Company Water Station** - Opportunity to host an exclusive water stop on the course to show support for the competitors while actively promoting the company in a unique way.

# Silver Sponsor- \$2,500

## **Day of Recognition**

- Company logo on race bibs
- Company logo displayed on race shirts
- Company tent (10x10) on race day with opportunity to provide company promotional items for race participant bag
- Free Entries -3 Free Race Entries
- VIP Tent Access Pre and Post Race
- Opportunity to display company banner on race day (provided by sponsor)

## **Publicity**

- Name/logo included on all media (social media, press releases, email blasts, postcards, posters, flyers, etc.)
- Logo on website
- Logo and text on e-mails that reach over 5,000+ potential runners

**Company Water Station** - Opportunity to host an exclusive water stop on the course to show support for the competitors while actively promoting the company in a unique way.



# VIP Tent Sponsor- \$2,000

***The VIP Tent hosts all sponsors and VIP runners. Your company will host the VIP's of the race. VIP tent includes: tables, chairs, mimosa bar, and breakfast tacos. This is where the fun pre and post-race happens!***

## **Day of Recognition**

- Company logo on race bibs
- Company logo displayed on race shirts
- Opportunity to provide company promotional items for race participant bag
- Free Entries -2 Free Race Entries
- Opportunity to display company banner on race day in VIP area (provided by sponsor)

## **Publicity**

- Name/logo included on all media (social media, press releases, email blasts, etc.)
- Logo on website
- Logo and text on e-mails that reach over 5,000+ potential runners

# Bronze Sponsor- \$1,000



## **Day of Recognition**

- Company logo on race bibs
- Company logo displayed on race shirts
- Opportunity to provide company promotional items for race participant bag
- Free Entries -2 Free Race Entries
- VIP Tent Access Pre and Post Race
- Opportunity to display company banner on race day (provided by sponsor)

## **Publicity**

- Name/logo included on all media (social media, press releases, email blasts, postcards, posters, flyers, etc.)
- Logo on website

# Associate Sponsor- \$500

## **Day of Recognition**

- Company name (typeset only) displayed on race shirts
- Opportunity to provide company promotional items for race participant bag
- Free Entries -1 Free Race Entries (additional discounts for any groups over 5 people)
- VIP Tent Access Pre and Post Race

# Additional Opportunities

**IN-KIND SPONSORS-** Provide goods and services for the event, increasing the dollars raised that go directly to autism research. In-kind sponsorship benefits are comparable to cash sponsorships based on the approximate value of in-kind donation.

### Please Select Your Level of Commitment:

- ☐ Title Sponsor \$15,000      ☐ Presenting Sponsor \$12,500      ☐ Premiere Sponsor \$10,000  
☐ Platinum Sponsor \$7,500      ☐ Gold Sponsor \$5,000      ☐ Kid's K Sponsor \$3,000  
☐ Silver Sponsor \$2,500      ☐ VIP Tent Sponsor \$2,000      ☐ Bronze Sponsor \$1,000  
☐ Associate Sponsor \$500      ☐ Other \$ \_\_\_\_\_  
☐ One Year Commitment      ☐ Multi-Year Commitment # of Years \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

YOUR NAME: \_\_\_\_\_

YOUR TITLE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

BEST METHOD OF CONTACT: ☐ WORK PHONE    ☐ CELL PHONE    ☐ EMAIL

### Please Contact Me With More Info About:

- ☐ Forming a Walk Corporate Team    ☐ Making an In-Kind Donation

☐ I would like to make a contribution to support \_\_\_\_\_  
(Individual and/or Team Name)

### Payment Information:

Enclosed is my check for \$ \_\_\_\_\_ Charge my credit card for \$ \_\_\_\_\_

Name on Card: \_\_\_\_\_

Type of Card: ☐ Visa    ☐ MC    ☐ AMEX

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ (CVC)\*: \_\_\_\_\_

\* Three digits on signature strip (Visa/MC) or 4 digits located above card number (AMEX)

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Questions: Contact Kaitlin Hart, 713.724.5092, kaitlin.hart@autismspeaks.org

Mail Form to Autism Speaks, Attn: Houston 8k

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