



The Challenge: April 14 - May 14, 2022

ASCV 5K & Family Fun Day: May 14, 2022 at Crump Park



2022 Sponsorship Opportunities

Autism Society Central Virginia
200 S 3rd Street
Richmond, VA 23219

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Join Us & Make an Impact



"The ASCV has been vital in our journey. The events that they offer have been a lifeline to us in easing our isolation and in creating a community of parents and individuals who better understand our journey. Whether it is a monthly bowling event, Lego club, parent support group, or many of the other social and education events the ASCV hosts, you can find us there."

The ASCV has been and continues to be a beacon to us and many other families."

-ASCV Member Family

About the ASCV

The Autism Society Central Virginia (ASCV) is a local nonprofit dedicated to improving the lives of all impacted by autism throughout Central Virginia.

For over 40 years, the ASCV has been proud to serve as one of the region's premier sources of education, advocacy, services, and support for individuals with autism, their families, and professionals.

We offer a wide variety of programs, including social and recreational activities, information & referral services, support groups, educational workshops, advocacy initiatives, and scholarships.

Our services reach approximately 5,000 members of our local community annually, including over 400 member families.

Partnering with the ASCV

As a partner of the Autism Society Central Virginia, you are supporting a local organization that provides critical programs, services, and support for individuals with autism and their families right here in Central Virginia. The ASCV highlights organizations that partner with us, featuring our sponsors in our communications and offering opportunities for meaningful engagement with our local autism community.

Our sponsors receive recognition and exposure to thousands of community members, including individuals with autism, family members, friends, and professionals. Nearly 400 members participate regularly in our programming, while our weekly email blasts are sent to over 4,000 subscribers. The ASCV's online presence includes our Facebook page, liked by over 5,900 individuals and with an annual reach of over 75,000.

20th Anniversary of our 5K & Family Fun Day

Launched in 2002 by a group of dedicated and enterprising autism families, the 5K & Family Fun Day brings our community together each year in camaraderie and celebration. The past two decades have featured thousands of participants, hundreds of teams, and unmeasurable joy.

We will host our 20th Anniversary event in May, 2022. We are delighted to safely bring back our in-person 5K and integrate the wildly successful virtual Challenge to create a special 20th Anniversary Event that celebrates our local autism community and funds the ASCV's services, supports and programming.



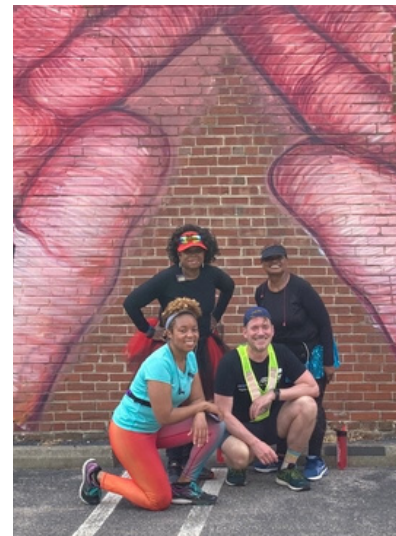
One Event, Several Engaging Ways to Participate!



The Challenge

The Challenge, now in its third year, is a virtual expansion of our annual 5K & Family Fun Day. Registrants can choose to participate in our Run/Walk, Cycle, and Let's Move events, setting individual goals to achieve during the Challenge and logging activities throughout the month. Participants form teams and track both individual and team progress on their pages while fundraising to support the ASCV.

Beginning April 14 and culminating May 14, the Challenge presents a fun, interactive experience for our participants and sponsors. We've continued to enhance our sponsorship benefits this year with an eye toward expanded virtual exposure and supplemental in-person opportunities.



2022 5K & Family Fun Day Event

Our 2022 5K & Family Fun Day will serve as both the culmination of our Challenge and our 20th Anniversary celebratory event, featuring our beloved annual 5K run/walk, resource fair, and family fun day. Participants are invited to gather at Crump Park on Saturday, May 14th from 8-11 AM for fun and festivities, including the 5K race, a kids fun run, live-streamed awards ceremony, and entertainment as we celebrate our incredible community and 20 years of ASCV's Annual 5K. The event will also feature a variety of family-friendly activities and a resource fair that highlights the work of our community partners.



Corporate Competition & Community Partner Contest

Create a Corporate Team and compete against fellow companies throughout the Challenge! Businesses can build a team of employees, family, and friends, fundraise for the ASCV, and encourage healthy competition. Teams earn points for each team member joined, dollar fundraised, and activity logged. Earn bragging rights and additional recognition at our 5k & Family Fun Day. Prizes include ASCV professional memberships, tickets to the ASCV Gala, a feature in a digital media ad, and more! Reach out to development@ascv.org for more information and to join in the competition.

Sponsor Benefits

Benefits	Presenting \$15,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Friend \$500
Unique Engagement Opportunity	Stage Sponsor	Choose Asset from Next Page (Visibility based on sponsor level)	Choose Asset from Next Page (Visibility based on sponsor level)	Choose Asset from Next Page (Visibility based on sponsor level)		
On-Stage Recognition (In-person and streaming)	Speaking Opportunity During Program	Included in Program	Included in Program			
Day-Of Map & Schedule	Asset Featured on Map	Asset Featured on Map	Asset Featured on Map			
Race Bibs	"Presented by" with logo	Logo	Logo			
Media Exposure	Press Releases	Press Releases	Press Releases	Press Releases		
Participant T-Shirts	"Presented by" with logo	Large Logo	Logo	Logo		
ASCV Facebook Page	3 Spotlight Feature Posts	2 Spotlight Feature posts	1 Spotlight Feature post	Sponsor Recognition Post	Sponsor Recognition Post	
Complimentary Registrations	15 Entries	10 Entries	8 Entries	4 Entries	2 Entries	
Event Posters & Fliers	"Presented by" with logo	Large Logo	Logo	Logo	Name	
3 ASCV E-Newsletters (7,000+) & Weekly Participant Emails	"Presented by" with logo and link	Logo w/ Live Link	Logo w/ Live Link	Logo	Name	
Onstage Sponsor Banner	"Presented by" with logo	Large Logo	Medium Logo	Standard Sized Logo	Name	
Participant Registration Bags	Branded Company Item	Branded Company Item	Branded Company Item	Branded Company Item	Branded Company Item	
Race Website	"Presented by" with logo and link	Logo w/ Live Link	Logo w/ Live Link	Logo w/ Live Link	Name	Name
Display Booth in Resource Fair	Covered Table	Covered Table	Covered Table	Covered Table	Table	Table

Please note the following important logo submission deadlines:

Posters and promotional printing: February 18, 2022

T-Shirts, maps, and items for Registration Bags: April 18, 2022

Sponsor Activation Opportunities

Presenting Sponsor \$15,000

In addition to the benefits highlighted in the grid on the previous page, our Presenting Sponsor will also be recognized as the Stage Area Sponsor, ensuring their brand is featured both in the months leading up to the Challenge and front-and-center at the 5K & Family Fun Day.

Stage Area Sponsor

You will be our main stage headliner! The 5k & Family Fun Day will feature entertainment throughout the event, with your logo featured prominently to all in the audience.

Platinum Sponsor \$7,500

Start/Finish Line Sponsor

Help send off our race participants at the start line, and welcome them back as they cross the finish line. Your logo will be visible to all as they pass through the arch.

Packet Pick-Up & Info Tent Sponsor

Feature your company at this high-traffic booth as participants pick up their race packets and receive important information. Opportunity to provide branded registration bags.

Gold Sponsor \$5,000

VIP & Top Team Perks Sponsor

Help spotlight and pamper our VIPs! Provide giveaways, special treats, or refreshments to thank them for all they do.

Volunteer Sponsor

Feature your company on 100+ volunteer shirts, visible to all as volunteers support a variety of areas throughout the event site.

Photo Booth Sponsor

Help our participants capture the day! Provide custom props and decor at our photo booth. Sponsor featured on all printed & digital photos.

Kids Zone Sponsor

Contribute to a memorable and fun experience for our youngest guests by hosting our most popular area!

Silver Sponsor \$2,500

Route Sponsor

Opportunity for multiple companies to be featured in unique and engaging ways all along the route. Choose to host a cheer station or water stop, or be featured on a mile marker sign or directional signage.

Sensory Friendly Zone Sponsor

Host this quiet, indoor zone for those who need to take a break from the festivities. Provide sensory-friendly items to these special attendees.



To create a customized activation, please contact Adira at adira.knopf@ascv.org.

Sponsorship Commitment Form



Sponsorship Level

- ☐ Presenting Sponsor \$15,000 ☐ Gold Sponsor \$5,000 ☐ Bronze Sponsor \$1,000
☐ Platinum Sponsor \$7,500 ☐ Silver Sponsor \$2,500 ☐ Friend Sponsor \$500

Sponsor Contact Information

Name of Sponsor (as you would like it to appear on printed materials):

Contact Name: _____ Title: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Payment Information

_____ Check Enclosed (please make checks payable to Autism Society of Central Virginia or ASCV)

Checks are our preferred method of payment.

_____ Please charge the following card:

Credit Card Number: _____

Name on Card: _____

Exp. Date: _____ CVV: _____ Billing Zip Code: _____

Signature: _____

_____ I will visit ASCV.ORG/MAKEAGIFT and submit my payment via credit card online, with a transaction note indicating it is for sponsorship.

Additional Information

_____ Yes, I'd like to provide a branded company item for the registration bags

_____ Yes, I'd like to have a display booth in the Resource Fair

Please submit this form with payment in one of the following ways:

Email: development@ascv.org

Mail: Autism Society of Central Virginia, 200 S 3rd Street, Richmond, VA 23219

Please submit your logo if applicable to development@ascv.org

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