



July 2020

Dear Friends:

We are reaching out to you in support of the **Howard County Autism Society's #EveryStepCounts Autism Walk & 5K Run**. In light of guidance from the CDC and in keeping with the Road to Recovery plan initiated by the State of Maryland, we are reimagining this year as a hybrid event on October 3, 2020 with the option for runners, walkers and supporters to participate either virtually or in person at Centennial Park.

Each day, as it has for 27 years, HCAS provides support, resources, and advocacy for individuals with autism and their families with services that are available at no or low cost to all who seek them. The time of COVID-19 has been no different as HCAS pivoted this spring to provide over 100 hours of programming; 1:1 supports from our special education consultant and social worker; scores of autism-specific resources on our website; and emergency grants for 26 families most seriously impacted by the pandemic.

Please help us continue these efforts by becoming a sponsor of our 2020 Annual Autism Walk & 5K Run. Your participation today will help keep our programs strong, connecting people with autism to life's infinite possibilities!

As a sponsor of **#EveryStepCounts**, you will "feel the love" from the moment registration opens in July through the actual event on October 3rd with new and exciting options for 2020 based on your level of support:

- Visibility on our Virtual 5K Run Course at Centennial Park!
- Digital marketing presence on our website, social media, and Facebook LIVE event on October 3rd
- Opportunity to promote your business to participants through eGift Cards and giveaways
- Participation in our Kick-Off Event August 30th, a Car Parade & Packet Pick-Up at HCAS
- Chance to form a team at your organization to run and walk with us either virtually or in person

And ...our audience will be even larger this year as we join forces with the Autism Society of Baltimore-Chesapeake, working together to support a local autism community that is ***more than 5,000 strong!***

The event brings together those touched by autism and the greater community in an energizing and fun environment. There will be a multitude of engaging contests, activities and fundraising challenges in the weeks and months leading up to the event. We will be sharing hundreds of pictures, stories and videos provided by individuals, families and sponsors showing their support for the autism community.

Best of all, proceeds from the event will continue to stay right here in Central Maryland, directly impacting the lives of local children and adults with autism. This year, our goal is to raise \$65,000.

Nationally the prevalence of autism is estimated at 1 in 54 births by the Centers for Disease Control (CDC). The overall rate in Maryland is about 1 in 52—one of the highest in the country—and Howard County has the highest incidence of autism per capita in the state owing to the quality of its educational system, support services and accepting community. Now more than ever, **#Every Step Counts** so that we can continue to provide critical services, raise awareness, and educate the public about the complexities of autism.

Included with this letter is additional information about the event and sponsorship levels. Let us know if you have any questions and we will reach out to very soon to follow up.

Warm regards,

Robin Kittleman, Chair

Melissa Rosenberg, Executive Director

Providing support . Promoting Awareness . Advocating for Change

9770 Patuxent Woods Drive, Suite #308, Columbia, MD 21046

410-290-3466 www.howard-autism.org info@howard-autism.org



10.3.20

SPONSORSHIP 2020 LEVELS

#EveryStepCounts Autism Walk & 5K Run!

Benefiting Howard County Autism Society

Walk/5K Run **Virtually or In-Person** at
Centennial Park in Ellicott City, MD

\$5,000 Platinum Sponsor

- Exclusive *Virtual* Starting Line Sponsor of the Event
- Personalized message to air during our Facebook LIVE Event on October 3rd
- Premier Visibility on our Virtual 5K Run Course at Centennial Park
- Title Host of our Kick-Off and Packet Pick-Up event on August 30th
- Digital marketing presence on our website, social media, and Facebook LIVE event on October 3rd
- Opportunity to promote your business to participants through eGift Cards and Giveaways
- Participation in our Kick-Off Event August 30th, a Car Parade & Packet Pick-Up at HCAS
- Opportunity to form a team at your organization to run and walk with us either virtually or in person with 24 FREE Walk/5K Registrations and t-shirts.

\$2,500 Gold Sponsor

- Visibility during our Facebook LIVE Event on October 3rd
- Premier Visibility on our Virtual 5K Run Course at Centennial Park
- Digital marketing presence on our website, social media, and Facebook LIVE event on October 3rd
- Opportunity to promote your business to participants through eGift Cards and Giveaways
- Participation in our Kick-Off Event August 30th, a Car Parade & Packet Pick-Up at HCAS
- Opportunity to form a team at your organization to run and walk with us either virtually or in person with 18 FREE Walk/5K Registrations and t-shirts.

\$1,500 Silver Sponsor

- Visibility during our Facebook LIVE Event on October 3rd
- Visibility on our Virtual 5K Run Course at Centennial Park
- Digital marketing presence on our website, social media, and Facebook LIVE event on October 3rd
- Opportunity to promote your business to participants through eGift Cards and giveaways
- Participation in our Kick-Off Event August 30th, a Car Parade & Packet Pick-Up at HCAS
- Opportunity to form a team at your organization to run and walk with us either virtually or in person with 12 FREE Walk/5K Registrations and t-shirts.

**PLEASE RETURN THIS FORM BY AUGUST 22, 2020
TO MAXIMIZE YOUR SPONSORSHIP BENEFITS!**

NEW THIS YEAR!

- Presence on our *Virtual* 5K Run Course of Centennial Park
- Enhanced Digital Presence on Social Media & LIVE Event
- Presence at our Kick-Off Event/Car Parade on August 30th
- Promote Your Business through eGift Cards and Giveaways

\$750 Bronze Sponsor

- Visibility on our Virtual 5K Run Course at Centennial Park
- Digital marketing presence on our website, social media, and Facebook LIVE event on October 3rd
- Opportunity to promote your business to participants through eGift Cards and giveaways
- Participation in our Kick-Off Event August 30th, a Car Parade & Packet Pick-Up at HCAS
- Opportunity to form a team at your organization to run and walk with us either virtually or in person with 6 FREE Walk/5K Registrations and t-shirts.

\$500 Copper Sponsor

- Visibility on our Virtual 5K Run Course at Centennial Park
- Digital marketing presence on our website, social media, and Facebook LIVE event on October 3rd
- Opportunity to promote your business to participants through eGift Cards and giveaways
- Participation in our Kick-Off Event August 30th, a Car Parade & Packet Pick-Up at HCAS
- Opportunity to form a team at your organization to run and walk with us either virtually or in person with 2 FREE Walk/5K Registrations and t-shirts.

Friends: \$250 for Businesses & \$150 for Non-Profits

- Visibility on our Virtual 5K Run Course at Centennial Park
- Digital marketing presence on our website, social media, and Facebook LIVE event on October 3rd
- Opportunity to promote your business to participants through eGift Cards and giveaways
- Participation in our Kick-Off Event August 30th, a Car Parade & Packet Pick-Up at HCAS
- Free t-shirt

In-Kind Sponsor

- Donate goods or services to use as awards and prizes for our runners and walkers.
- Suggested value of in-kind donation: \$50 and up
- Digital marketing presence on our website, social media, and Facebook LIVE event on October 3rd.

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SPONSORSHIP 2020 FORM

#EveryStepCounts Autism Walk & 5K Run!

Benefiting Howard County Autism Society

Walk/5K Run **Virtually or In-Person** at Centennial Park in Ellicott City, MD

Yes! I want to be a Sponsor of #EveryStepCounts at the following level!

☐ \$5,000 Platinum Sponsor

☐ \$500 Copper Sponsor

☐ \$2,500 Gold Sponsor

☐ Friend Sponsor: ☐ \$250 Business ☐ \$150 Non-Profit

☐ \$1,500 Silver Sponsor

☐ In-Kind Donation

☐ \$750 Bronze Sponsor

☐ I am unable to sponsor but please accept this Donation in the amount of \$_____ to support the local autism community

Sponsor Name: _____

Sponsor Contact: _____ Date: _____

Address: _____

City / State / Zip: _____

Phone: _____ Email: _____

T-SHIRTS: Please list quantity of each by size according to your sponsorship and level.

Adult Small _____ Adult Med _____ Adult Large _____ Adult XL _____ Adult XXL _____ Adult XXXL _____

Child Small _____ Child Med _____ Child Large _____ Child XL _____

PAYMENT:

Enclosed is a check payable to HCAS in the amount of \$_____

Please bill my Visa/MasterCard for \$_____ Exp. Date ____ / ____ CVV _____

CC Number: _____

Name on Card (if different from above) _____

Billing Address (if different from above) _____

Signature: _____

**RETURN THIS FORM
BY AUGUST 22ND TO
MAXIMIZE YOUR
SPONSORSHIP
BENEFITS!**

IN-KIND DONORS ONLY

Item to be Donated: _____ Value of Item(s) \$_____

Donation Description: _____

How will we receive the donation? ☐ I will deliver to HCAS ☐ I will mail to HCAS ☐ I will email to HCAS ☐ HCAS must pick up

**Please return this form with payment to: melissa.rosenberg@howard-autism.org or mail to
Howard County Autism Society 9770 Patuxent Woods Drive, Suite #308, Columbia, MD 21046**

Questions? 410-290-3466 or email Melissa.rosenberg@howard-autism.org

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