

AUTISM WALK & 5K RUN 2021

# SPONSOR PACKET

TO BENEFIT THE HOWARD COUNTY AUTISM SOCIETY  
& BALTIMORE-CHESAPEAKE AUTISM SOCIETY



**Every Step Counts**  
**October 2, 2021**

Centennial Park, Ellicott City, MD



# JOIN US!

Dear Friends,

Each year, the Howard County Autism Society's (HCAS') Every Step Counts Autism Walk & 5K Run brings together those touched by autism and members of the wider community in a supportive, energizing, fun environment. This year's event on October 2, 2021 will again feature a 5K run and 4K walk around Centennial Lake in Ellicott City, MD as well as the popular virtual option added last year.

## ***Will you join us as a sponsor this year?***

HCAS is excited to partner once again with the Autism Society of Baltimore-Chesapeake (ASBC) to bring the event to life and maximize our service to the autism community. This year's goal is to raise \$100,000 toward programs and services for a local autism community that is more than 7,000 strong!

As a sponsor, you will enjoy the benefits of social media exposure, visibility on our event website, signage at the event, complimentary registrations for your team members, and a modified version of our event "village" the day of the event.

For over 28 years, HCAS has served autistic individuals, their families, and community. Last year, as part of our COVID-19 response, we served over 5,000 individuals, families, and professionals with:

- 79 workshops, support groups, and trainings for 690 attendees
- 134 individuals and family members served by our Family Navigator
- 195 one-to-one special education consultations with families
- 200 social events for more than 1700 attendees – most of them virtually!
- \$13,000 in emergency and respite grants
- 63,000 social media and website visitors
- 120,000+ community touchpoints!

As rates of autism diagnosis locally and across the nation continue to climb, HCAS remains committed to providing a community for individuals, their families, and friends as they navigate the intricacies of life with autism. Now more than ever, #EveryStepCounts so that we can continue to provide critical services, raise awareness, and educate the public about the complexities of autism.

We hope we can count on you this year!

*Robin Kittleman*  
Chairperson

*Melissa Rosenberg*  
Executive Director



**TOGETHER  
WE CAN MAKE  
A DIFFERENCE!**

# LEVELS OF SUPPORT

## \$5,000 Platinum Sponsor

- Exclusive Starting Line Sponsor of the event
- Title host of our Packet Pick-Up events
- Premier digital marketing presence on our website, social media, and Virtual 5K Run Course
- Presence on Facebook LIVE event on October 2nd
- Signage at the event
- Opportunity to promote your business to participants through eGift cards and giveaways
- Opportunity to form a team at your organization to run and walk with us either virtually or in person with 10 FREE Walk/5K Registrations and t-shirts.

## \$2,500 Gold Sponsor

- Digital marketing presence on our website, social media, and Virtual 5K Run Course
- Presence on Facebook LIVE event on October 2nd
- Signage at the event
- Opportunity to promote your business to participants through eGift cards and giveaways
- Opportunity to form a team at your organization to run and walk with us either virtually or in person with 8 FREE Walk/5K Registrations and t-shirts.

## \$1,500 Silver Sponsor

- Digital marketing presence on our website, social media, and Virtual 5K Run Course
- Presence on Facebook LIVE event on October 2nd
- Signage at the event
- Opportunity to promote your business to participants through eGift cards and giveaways
- 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.

## \$750 Bronze Sponsor

- Digital marketing presence on our website, social media, and Virtual 5K Run Course
- Presence on Facebook LIVE event on October 2nd
- Signage at the event
- Opportunity to promote your business to participants through eGift cards and giveaways
- 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

- Digital marketing presence on our website, social media, and Virtual 5K Run Course
- Signage at the event
- Opportunity to promote your business to participants through eGift cards and giveaways
- Opportunity to form a team at your organization to run and walk with us either virtually or in person with 4 FREE Walk/5K Registrations and t-shirts.

## Friend Sponsor: \$250

- Digital marketing presence on our website, social media, and Virtual 5K Run Course
- Signage at the event
- Opportunity to promote your business to participants through eGift cards and giveaways
- 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.

## 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
- Opportunity to promote your business to participants through eGift cards and giveaways
- FREE Walk/5K t-shirt.

# SPONSOR FORM

Sponsor/Company/Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Secondary Contact \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

☐ Please contact me to set up my complimentary registrations and/or Team!

T-SHIRTS: Indicate sizes of complimentary shirts for your sponsor level. Registration not required to receive shirts.

Adult Small \_\_\_\_\_ Adult Med \_\_\_\_\_ Adult Large \_\_\_\_\_ Adult XL \_\_\_\_\_ Adult XXL \_\_\_\_\_ Adult XXXL \_\_\_\_\_

Child Small \_\_\_\_\_ Child Med \_\_\_\_\_ Child Large \_\_\_\_\_ Child XL \_\_\_\_\_ NO SHIRTS! \_\_\_\_\_

*Can't join us on October 2? Please contact us about donating your complimentary registration and t-shirts to others!*

## SOCIAL MEDIA HANDLES

Facebook \_\_\_\_\_ LinkedIn \_\_\_\_\_

Instagram \_\_\_\_\_ Twitter \_\_\_\_\_

## 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: \_\_\_\_\_

## IN-KIND SPONSORS 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](mailto: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](mailto:Melissa.Rosenberg@howard-autism.org)

Online at <https://howard-autism.org/walk-5k-run/>