



## **2019 Relay4Autism Sponsorship Benefits**

### **Community Sponsor up to \$1,000**

#### **Communication & Marketing Exposure:**

- Name listed on Event Sponsor Banner.

#### **Event Exposure:**

- Sponsor a specific area during the event. (ex. art area, individual entertainments, food sponsor, and other opportunities)
- Name announced during the day of the event recognition.
- Name on event signage with name or logo.

### **Silver Sponsor \$1,000**

#### **Communication & Marketing Exposure:**

- Name listed on ASI Website – Event page
- Name listed on Event Sponsor Banner.

#### **Social Media Exposure:**

- Sponsorship announcement (with picture) on the ASI “Event” Facebook Event Page.

#### **Event Exposure:**

- Name listed on back of event t-shirts.
- Name announced during the day of event recognition.
- Name on event signage with name or logo.
- Two (2) event t-shirts.



## 2019 Relay4Autism Sponsorship Benefits

### Gold Sponsor \$2,500

*Same Benefits as Silver Sponsor with additional benefits including:*

#### **Communications & Marketing Exposure:**

- Small logo on ASI Website Event page.
- Small logo on Event Sponsor banner.
- Small logo in the ASI newsletter.

#### **Social Media Exposure:**

- Sponsorship announced on ASI Facebook page ([facebook.com/autismindiana](https://facebook.com/autismindiana)) and ASI Twitter page (@inautism).

#### **Event Exposure:**

- Small logo on back of event t-shirt.
- **One FREE table and two chairs at the Resource Fair, with prime location.**
- Five (5) event registration and t-shirts.





## 2019 Relay4Autism Sponsorship Benefits

### Platinum Sponsor \$5,000

**Same Benefits as Silver and Gold Sponsor with additional benefits including:**

#### **Communications & Marketing Exposure:**

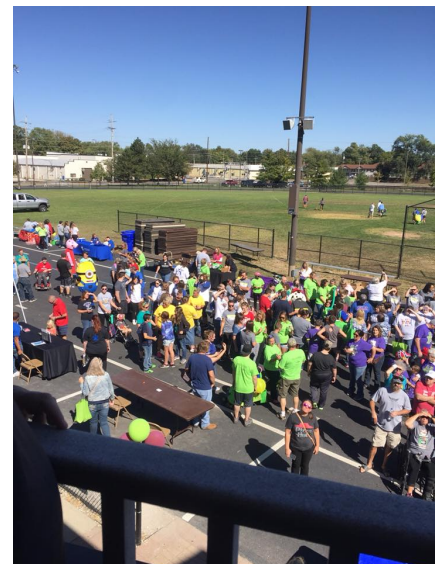
- Large logo on ASI Website Event Page with link to sponsor website.
- Large logo on Event Sponsor Banner.
- Large logo in the ASI newsletter with link to sponsor website.

#### **Social Media Exposure:**

- Two posts on ASI Facebook page, Facebook event page, and ASI Twitter mentioning the sponsorship.
- Pre- event Facebook Live broadcast with sponsor recognition.

#### **Event Exposure:**

- Large logo on back of event t-shirt.
- One FREE exhibitor table and two chairs at the Resource Fair with a choice:
  - Premier location at the resource fair, or
  - Space located at the registration area.
- Additional exhibit table at discounted rate \$75
- Ten (10) event registration and t-shirt



## 2019 Relay4Autism Sponsorship Benefits

### Title Sponsor \$10,000

*Same benefits as Silver, Gold and Platinum Sponsors with additional benefits including:*

#### **Communications & Marketing Exposure:**

- Listing on ASI website home page with link to sponsor website.
- Additional sponsor-only banner.
- Interview and article written about organization featured in the ASI newsletter.
- Logo on all event collateral including, but not limited to: mailings, fliers, and event program.
- Sponsorship details included in the event press release.
- Pre- event tv and radio interviews with sponsor recognition.

#### **Social Media Exposure:**

- Total of four (4) post on both main and event Facebook pages and Twitter mentioning the sponsorship.
- Interview opportunity regarding organization and sponsorship prior to event; posted on ASI Website and social media.
  - Pre-recorded interview then released on ASI website and ASI social media, or
  - By an ASI Staff member on ASI Facebook Live then reposted on ASI website.

#### **Event Exposure:**

- Featured logo on back of event t-shirt.
- 15 event registration and t-shirts.





## 2019 Relay4Autism Sponsorship Benefits

For more information about this event please contact Kelli Higgins, State Outreach Manager at [kellihiggins@inautism.org](mailto:kellihiggins@inautism.org) or call 800-609-8449 ext. 44

### Community Exposure

- **ASI Website** - the website is constantly being updated with new providers and information beneficial for the community. ASI heavily relies on electronic communication to deliver key information about programs and services, news and updates, tips and tricks, human rights, and other important information. [www.inautism.org](http://www.inautism.org)
- **Social Media**
  - **Facebook** – 7,640 followers and 7,767 “likes” with a 100% response rate, 6 hours response time. Information posted on the ASI Facebook page receives an average of 1,000 hits within 24 hours, meaning there is a strong following of the ASI page. [www.facebook.com/autismindiana](http://www.facebook.com/autismindiana)
  - **Facebook Live** videos help share information with visitors in a personal way, and a minimum of one daily post helps connect with the community. Also, many of the Area Support Coordinators have Facebook groups in their local areas where people can connect with others with similar issues and support each other. [www.facebook.com/autismindiana](http://www.facebook.com/autismindiana)
  - **Twitter** – 1,915 followers, tweeted 4,300 times [@inautism](https://twitter.com/inautism)
- **E-Newsletter** - reaches approximately 10,000 people twice monthly.
- **Targeted emails** - frequently, Area Support Coordinators send targeted emails to families and providers in their areas about new programs, important news, and other beneficial community information. This reaches approximately 1,000 people in Northeast Indiana monthly.

**Autism Events** – Providers and community organizations have booths that provide autism resources and information. In Fort Wayne, the number of attendees has increased by over 70% and the number of exhibitors have increased 40% each. In September 2018, despite the gloomy weather, the event had over 900 attendees with over 50 resource vendors plus numerous entertainments. In April 2019, we will be having our 1st Autism Ability FEST at the Indiana State Fairgrounds.