



2021 EVENT SPONSORSHIP PACKET

[SUPPORT.RESEARCHAUTISM.ORG/AFA5K](https://support.researchautism.org/AFA5K)



ABOUT THE ACTIVE FOR AUTISM 5K



EVENT DESCRIPTION

The Organization for Autism Research's Active for Autism 5K and Kids Dash is back for its third year. OAR is kicking off Autism Awareness Month with our third annual Active for Autism 5K & Kids Dash from April 1 to April 11. All proceeds from the Active for Autism 5K & Kids Dash will go to OAR's Changing Lives Fund and will be used solely for direct research and programs support. OAR will allocate the available funds to support new research studies. Our goal is to raise \$80,000, enough to fully fund two research studies. Any funds raised over \$80,000 will go to support OAR's mission to apply research to the challenges of autism.



This year's event will be virtual. To participate, you can run, walk, cycle, or swim at your own pace, on your own time, from wherever you are! Between April 1 and April 11, take on a 5K course right outside your front door, inside your home on a treadmill/trainer, or be creative and find a new course somewhere fun!

2020 PARTICIPANT DEMOGRAPHICS:

LOCATION: 35 different states represented
43% of participants from the DC metro area

GENDER - Female: 63% Male: 32%

AGE RANGE:

16 & under – 8%

17 -24 – 8%

25-39 – 39%

40-59 – 35%

60+ - 10%



ABOUT THE ACTIVE FOR AUTISM 5K

EVENT HIGHLIGHTS

- 2021 – Third Annual
- Celebrate National Autism Awareness Month
- Virtual Race
- 1/2 Mile Kids Dash
- Family Friendly Event

BENEFICIARY

- Organization for Autism Research

GOALS

- Raise money to fund new autism research
- Provide a fun virtual event to families nationwide
- Spread awareness for autism in the community
- Promote the Organization for Autism Research's free resources, scholarships, and hiring initiative
- Engage businesses to support the mission of OAR and autism awareness

ABOUT ORGANIZATION FOR AUTISM RESEARCH



professionals, and caregivers. The mission of “applying” research to answer questions of daily concern to those living with autism defines the goals, program objectives and shapes OAR’s budget.

The Organization for Autism Research (OAR) strives to use science to address the social, educational, and treatment interests of self-advocates, parents, autism



ACTIVE FOR AUTISM 5K 2021 SPONSORSHIP LEVELS

	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
PRICE	\$10,000	\$5,000	\$2,500	\$1,000
# OF FREE RACE ENTRIES	30	20	15	10
EXCLUSIVITY IN INDUSTRY CATEGORY	•			
ADDITIONAL SPONSORSHIP OPPORTUNITIES INCLUDED	3			
PRE-RACE RECOGNITION				
WEBSITE PRESENCE	•	•	•	•
RACE ADVERTISEMENTS	•	•	•	
SOCIAL MEDIA PROMOTION	3 POSTS	2 POSTS	1 POST	
EMAIL BLASTS	•	•		
PRESS RELEASE	•			
NAME IN TITLE OF EVENT	•			
RACE WEEK RECOGNITION				
LOGO ON RACE T-SHIRT	•	•	•	•
LIVE SOCIAL MEDIA ANNOUNCEMENTS	•	•		
INSTAGRAM TAKEOVER	•	•		
GOOD LUCK VIDEO FOR RUNNERS	•			
POST-RACE RECOGNITION				
VIRTUAL GOODY-BAG AD	•	•	•	•
THANK YOU EMAIL BLAST	•	•	•	•
RACE RECAP BLOG	•	•	•	•

ADDITIONAL OPPORTUNITIES

T-SHIRTS SPONSOR - \$3,000

Available to one sponsor

- Special placement of logo on race shirts (sleeve)

VIRTUAL FINISH LINE SPONSOR- \$2,500

Available to two sponsors

- Logo on Finish Line tape
- Logo on crowd support signs

AWARDS SPONSOR- \$1,000

Available to one sponsor

- Logo placement on all awards

PARTICIPANT BAG SPONSOR- \$1,000

Available to three sponsors

- Logo placement on athlete bags

KIDS DASH SPONSOR - \$1,000

Available to three sponsors

- Logo on all Kids Dash bibs
- Logo on Kids Dash awards
- Option to provide a giveaway to all Kids Dash participants

RACE BIB SPONSOR- \$1,000

Available to three sponsors

- Logo on all 5K race bibs

Each of these opportunities can be added to a sponsorship level or be purchased individually

2021 ACTIVE FOR AUTISM 5K SPONSOR AGREEMENT

Company Name _____

Contact's Name _____

Contact's Title _____

Street Address _____

City, State Zip _____

Email _____

Sponsor Levels

☐ Platinum ☐ Gold ☐ Silver ☐ Bronze

Additional Sponsorships

☐ T-Shirt ☐ Finish Line ☐ Award ☐ Participant Bags ☐ Kids Race ☐ Race Bibs

Sponsorship Deadline - March 12, 2021

Sponsor agreement form and payment must be received by this date to activate sponsorship

☐ I agree to donate at the level checked above as a sponsor of the 2021 Active for Autism 5K

☐ Check enclosed

☐ Please send invoice

Signature _____ Date _____

Please make checks payable to: **Organization for Autism Research**

2111 Wilson Blvd. Suite 401
Arlington, VA 22201

Questions? Email run@researchautism.org