



Benefiting the Autism Society of Central Virginia

**AUGUST 3, 2024**  
**BROWN'S ISLAND, RICHMOND, VA**  
**RVADUCKRACE.ORG**



## 2024 Partnership Opportunities

Autism Society of Central Virginia  
8730 Stony Point Pkwy, Ste 150  
Richmond, VA 23235

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adira.knopf@ascv.org

# Join Us & Make an Impact



*All the programs are absolutely wonderful! Our son has so much fun and we really enjoy getting to meet with other families. Everything you do is so important, welcoming, and supportive and makes a huge impact on the lives of everyone in our family. We feel very lucky to have found your organization and look forward to participating in more events in the future!*

-ASCV Member Family

## About the ASCV

The Autism Society of Central Virginia (ASCV) is a local nonprofit dedicated to supporting, empowering, and building connections to improve the lives of all in our local autism community.

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.

Through more than 400 program offerings, our services reach over 8,000 participants annually. And with the support of generous community partners and donors, we continue to grow and expand our reach and impact.

## Partnering with the ASCV

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 autistic individuals, family members, friends, and professionals. Our weekly email blasts are sent to 5,800 subscribers, and our online presence includes our Facebook and Instagram pages, liked by over 8,500 individuals and with a combined annual reach of nearly 260,000.

## The RVA Duck Race

The RVA Duck Race, hosted by the ASCV, will make a splash again in the summer of 2024. The iconic event returns to Brown's Island, featuring over 17,000 rubber ducks racing down the canal toward a \$10,000 cash Grand Prize! The RVA Duck Race will again be held in conjunction with the ASCV's Festival of Inclusion. Sponsors will receive special recognition and the opportunity to engage with over 8,000 anticipated attendees.

Proceeds from the event support the ASCV's critical programming and services for our local autism community.

## The Festival of Inclusion

ASCV's Festival of Inclusion is Richmond's largest sensory-friendly festival designed to include and accommodate individuals with autism and other developmental disabilities. This event is free and open to the entire Richmond community. Through zoned areas throughout the festival, we will honor our local autism community, as well as highlight the incredible work that the ASCV and fellow local organizations do to make Richmond a more inclusive city.

The festival will be held on Brown's island and will include music, family activity zones, vendors, food and so much more!



# Sponsorship Levels and Benefits

Sponsorship Benefits	Presenting (\$25,000+)	Mandarin (\$15,000)	Mallard (\$10,000)	Pintail (\$5,000)	Teal (\$2,500)	Common Quacker (\$1,000)
Title Sponsorship: Presented by (Company Logo) on all event advertising	X					
Logo Featured on TV advertising schedule	X	X				
Exclusivity Rights for Sponsor Industry within giving level	X	X				
Social media "sponsor spotlights" leading up to and post-event	X	X	X			
Plaque Presentation at event	X	X	X			
Logo featured on print and digital marketing collateral (1,000 posters; email blasts to 7,000 subscribers)	X	X	X	X		
Logo featured on all Event T-shirts	X	X	X	X		
Exclusive Engagement Opportunity (see next page)	X	X	X	X		
Complimentary event booth space (for activities and fun with festival participants)	X	X	X	X	X	
Banner Space (one banner provided by Sponsor)	X	X	X	X	X	
Sponsor Name in Event Program/Map	X	X	X	X	X	
Sponsor recognition banner at Event	X	X	X	X	X	X
Logo with link featured on event website	X	X	X	X	X	X
Social media kit for marketing to sponsor's network	X	X	X	X	X	X
Access to VIP tent, t-shirts & souvenir ducks	12	10	8	6	4	2

# Engagement Opportunities



## Presenting

Our Presenting Sponsor will also be recognized as the Stage Area Sponsor. You will be our main stage headliner! The Festival of Inclusion will feature entertainment throughout the event, with your logo featured prominently to all in the audience.

## Mandarin

### Duck Central Sponsor

Feature your company at this high-traffic booth as attendees purchase ducks, pick up shirts, and receive the map and schedule of the day.

### Starting Line Sponsor

Help send off the ducks at the Starting Line! Your logo will be visible to all as they gather to watch the ducks drop and float down the canal to the finish chute.

### Volunteer Sponsor

Feature your company on 100+ volunteer t-shirts, visible to all as volunteers support a variety of areas throughout the Duck Race and Festival of Inclusion.

## Mallard

### Grand Prize Sponsor

Only one duck can swim into first place, earning its purchaser the Grand Prize: \$10,000! Choose this asset and your company will be featured as the Grand Prize sponsor in all Duck Race marketing during the months leading up to and throughout the day of the event.

### VIP Area Sponsor

Help spotlight and pamper our VIPs! Your company will be featured in the VIP Area, with the option to provide giveaways, special treats, or refreshments.

### Food Area Sponsor

Catch everyone's eye in this prime location! Nestled perfectly between the stage and festival activities, your company will be featured as the official host of our festival gathering space where attendees can enjoy fare from the local food trucks.

## Pintail

### Festival Zone Sponsor

Host a Zone of the Festival of Inclusion: Movement, Creation, Exploration, Expression, Connection; host a Sensory Friendly Zone or Quiet/Reflection Zone

### Prize Sponsor

Provide a prize to one of our Top Ten Duck Race winners, with your logo featured throughout Duck Sales promotions.



Recognition opportunities are available on a first-come, first-served basis and are contingent upon print deadlines.

Sponsorship commitments must be received by June 12, 2024 for inclusion on printed materials.

Please contact Adira at [adira.knopf@ascv.org](mailto:adira.knopf@ascv.org) with questions or for additional sponsorship or event opportunities.

# Sponsorship Commitment Form



## Sponsorship Level

- Presenting Sponsor \$25,000     Mallard Sponsor \$10,000     Teal Sponsor \$2,500  
 Mandarin Sponsor \$15,000     Pintail Sponsor \$5,000     Common Quacker \$1,000

## 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](https://www.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 have an Event Booth in the Festival of Inclusion (Teal Sponsor and above)

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

Email: [development@ascv.org](mailto:development@ascv.org)

Mail: Autism Society of Central Virginia  
8730 Stony Point Pkwy, Ste 150  
Richmond, VA 23235

If applicable, please submit your logo to:  
[development@ascv.org](mailto:development@ascv.org)

**Please note the following important logo submission deadlines:**

Posters, shirts, and promotional printing: June 12, 2024

Festival of Inclusion/Race Day benefits: July 1, 2024



**Autism  
Society**  
Central  
Virginia



We look forward to building a strong partnership with you.

**Adira Knopf**

Development Manager  
 adira.knopf@ascv.org  
 804.259.3188

Thank You to our 2023 RVA Duck Race & Festival of Inclusion Sponsors:

