



Autism Society Central Virginia



2024 Partnership Opportunities

WWW.ASCV.ORG

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

Join Us & Make an Impact

The ASCV has been vital in our journey. The events that they offer have been a lifeline to us in easing our isolation and in creating a community of parents and individuals who better understand our journey. The ASCV has been and continues to be a beacon to us and many other families.

-ASCV Member Family



About the ASCV

The Autism Society of Central Virginia (ASCV) is a local nonprofit dedicated to supporting, empowering, and creating connections for 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.

Our services reach approximately 7,000 participants through 400+ programs 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 is dedicated to highlighting companies and organizations that partner with us in ways most beneficial to their business and marketing priorities. Opportunities include 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 over 7,000 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.

We strive to be creative and intentional when partnering with our sponsors, building customized sponsorship packages to suit our partners' marketing needs and employee engagement priorities.

We work closely with each business in developing a partnership that is unique to your philanthropic priorities, and we offer value added benefits to those that commit to multiple events annually.

ASCV 5K & Family Fun Day Event

This annual event, now in its 22nd year, is cherished by our local autism community as an opportunity to connect with each other and have fun! Around 1,000 participants will gather at Crump Park on Saturday, May 18th from 8-11 AM for festivities, including the 5K race, Resource Fair, family fun activities, and on-stage entertainment.

Sponsors are invited to participate in our well-known **Resource Fair** that is held throughout the morning. The Resource Fair is a beloved element of our event that our community looks forward to each year in order to learn about new opportunities and services available. It also provides an opportunity to engage with our community partners and supporters.



Benefits	Presenting \$15,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Friend \$500
Unique Engagement Opportunity	Stage Sponsor	Choose Asset from Next Page (Visibility based on sponsor level)	Choose Asset from Next Page (Visibility based on sponsor level)	Choose Asset from Next Page (Visibility based on sponsor level)		
On-Stage Recognition	Speaking Opportunity During Program	Included in Program	Included in Program			
Day-Of Map & Schedule	Asset Featured on Map	Asset Featured on Map	Asset Featured on Map			
Race Bibs	"Presented by" with logo	Logo	Logo			
Media Exposure	Logo in Press Releases	Logo in Press Releases	Logo in Press Releases	Name in Press Releases		
Participant T-Shirts	"Presented by" with logo	Large Logo	Logo	Logo		
ASCV Social Media	3 Individual Spotlight Posts	2 Individual Spotlight posts	1 Individual Spotlight post	Sponsor Recognition Post	Sponsor Recognition Post	
Complimentary Registrations	15 Entries	10 Entries	8 Entries	4 Entries	2 Entries	
Event Posters & Fliers	"Presented by" with logo	Large Logo	Logo	Logo	Name	
3 ASCV E-Newsletters (7,000+) & Weekly Participant Emails (500+)	"Presented by" with logo and link	Logo w/ Live Link	Logo w/ Live Link	Logo	Name	
Onstage Sponsor Banner	"Presented by" with logo	Large Logo	Medium Logo	Standard Sized Logo	Name	
Participant Registration Bags	Branded Company Item	Branded Company Item	Branded Company Item	Branded Company Item	Branded Company Item	
Race Website	"Presented by" with logo and link	Logo w/ Live Link	Logo w/ Live Link	Logo w/ Live Link	Name	Name
Display Booth in Resource Fair	Covered Table	Covered Table	Covered Table	Covered Table	Table	Table

Event Snapshot



Date: May 18, 2024

Number of Participants: 1,000+

Audience/Demographic: Autistic individuals of all ages and stages, as well as their caregivers, friends and families members

Unique Sponsor Benefits:

In addition to the benefits listed, sponsors will have elevated recognition through media partnerships and have access to unique engagement assets, such as sponsorship of the Stage, Sensory Friendly Area, Kid Zone, and more.*



RVA Duck Race & Festival of Inclusion

Our RVA Duck Race & Festival of Inclusion will make a splash again on August 3, 2024. The ASCV will host this premier local event on Brown's Island, with an anticipated 8,000+ attendees. The festival will include music, family activity zones, vendors, food and so much more.

ASCV's Festival of Inclusion is a sensory-friendly festival designed to include and accommodate individuals with autism and other developmental disabilities. 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.

During this awareness-building day, sponsors will have the opportunity to host activities in their tents, invite employees for a day of fun and volunteerism, and contribute to creating a larger inclusive community!

NBC12's special partnership with the ASCV has significantly raised the profile of the RVA Duck Race & Festival of Inclusion. Through teasers, commercials, interviews, and special partnership sales, NBC12 drove traffic to the RVA Duck Race & Festival of Inclusion website, boosted duck sales, and increased attendance on Brown's Island.

Event Snapshot



Date: August 3, 2024

Number of Participants: 8,000+

Audience/Demographic:

- Autistic individuals of all ages and stages as well as their caregivers, friends and families members
- Residents of the City of Richmond and surrounding areas
- Representatives of community partners and local non-profit organizations

Unique Sponsor Benefits:

In addition to the benefits listed below, sponsors will have elevated recognition through media partnerships and have access to unique engagement assets, such as the official host of: a Festival Zone, the Stage, a Sensory Friendly Area, etc.*

*Exclusive benefits available on a first come, first served basis and are dependent on sponsorship commitment level.

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 Event T-shirts	X	X	X	X		
Exclusive Engagement Opportunity	X	X	X	X		
Complimentary event booth space (for festival activities)	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

A Toast to the Autism Community Gala

Our annual Gala, A Toast to the Autism Community, will return in the fall of 2024. This celebration will feature an evening of camaraderie, seated dinner and drinks, auctions, and entertainment. The Gala also includes the presentation of our annual Mission Awards, recognizing key supporters of the ASCV and local community.



Event Snapshot

Date: Fall 2024

Number of Participants: 425

Audience/Demographic: ASCV community members, Board members, donors, and corporate partners.

Unique Sponsor Benefits: In addition to the benefits listed below, sponsors will have the opportunity to access exclusive assets to further highlight their participation.

*Exclusive benefits available on a first come, first served basis and are dependent on sponsorship commitment level.

BENEFITS	CELEBRATION \$7,500	CHAMPAGNE \$5,000	PROSECCO \$2,500	SPARKLING \$1,000
UNIQUE ENGAGEMENT OPPORTUNITY	Choose Exclusive Asset	Choose Exclusive Asset		
EVENT TICKETS	Two Tables of 8	Table of 8	4 Tickets	2 Tickets
EVENT WEBSITE	Large logo with live link	Logo with live link	Logo with live link	Name
SOCIAL MEDIA	Individual Thank You Post	Individual Thank You Post	Sponsor Thank You Post	Sponsor Thank You Post
PRE-EVENT COMMUNICATIONS	Large logo featured on invitations* & in email communications	Logo featured on invitations* & in email communications	Name featured on invitations*; logo in email communications	Name featured in email communications
EVENT DAY	Champagne level benefits and prime logo placement as guests arrive at the Gala.	Announced on-stage; logo on signage and program display	Logo on signage and program display	Name on signage and program display



The ASCV Golf Outing

The ASCV Golf Outing will be held in April 2024 at The Federal Club, one of Richmond's premier clubs. Participants will enjoy an 18-hole game, and registration includes a sponsor-filled swag bag, boxed lunch, cart, drink tickets, contests, prizes, and an awards reception with dinner.



Event Snapshot

Date: April 2024

Number of Participants: 128

Unique Sponsor Opportunities:

In addition to the sponsorship levels listed, additional sponsorship opportunities include Beverage Cart Sponsor, Driving Range Sponsor, Hole Sponsorship, and more.

Gold Sponsor: \$5,000

- Registration for 4 teams of 4 players
- Hole sponsorship
- Large Logo displayed on event banner; logo with link featured on website and promotional eblasts
- Recognition during reception; opportunity for representative to speak
- Individual post featuring sponsor on ASCV's Facebook page
- Opportunity to place a branded item in player welcome bags

Silver Sponsor: \$2,500

- Registration for 2 teams of 4 players
- Hole sponsorship
- Logo displayed on event banner, website, and promotional eblasts
- Recognition during reception
- Branded item in player welcome bags

Bronze Sponsor: \$1,250

- Registration for 1 team of 4 players
- Name displayed on event banner, website, and promotional eblasts
- Recognition during reception
- Branded item in player welcome bags

We look forward to building a strong partnership with you.

Thank you for your support of the ASCV and our local autism community.

Ann Flippin

Executive Director
ann.flippin@ascv.org
804.259.3188

Adira Knopf

Development Manager
adira.knopf@ascv.org
804.259.3188

Thank You to our Generous 2023 Major Partners:

