



May 18, 2024
Crump Park
ASCV5K.org



2024 Sponsorship Opportunities

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

Adira Knopf, Development Manager
310.806.2048
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 the Central Virginia 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 8,000 members of our local community annually, including over 700 member families.

Partnering with the ASCV

As a partner of the Autism Society of Central Virginia, you are supporting a local organization that provides critical programs, services, and support for autistic individuals and their families right here in Central Virginia. 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 individuals with autism, 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.

5K & Family Fun Day

This annual event, now in its 22nd year, is cherished by our local autism community as an opportunity to connect with one another and have fun! Participants will gather at Crump Park on Saturday, May 18th from 8-11 AM for festivities, including the 5K race, awards ceremony, and entertainment.

In addition to the benefits listed in the benefit grid on the following page, sponsors will have the opportunity for 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.*

Resource Fair

Sponsors are invited to participate in our well-known Resource Fair that is held throughout the morning. The Resource Fair is a featured 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.



Sponsor Benefits

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	Press Releases	Press Releases	Press Releases	Press Releases		
Participant T-Shirts	"Presented by" with logo	Large Logo	Logo	Logo		
ASCV Social Media	3 Spotlight Feature Posts	2 Spotlight Feature posts	1 Spotlight Feature 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 (7,500+) & Weekly Participant Emails (600+)	"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

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

Please contact Adira Knopf at adira.knopf@ascv.org to learn about engagement assets associated with your sponsorship.

Sponsor Activation Opportunities



Presenting Sponsor \$15,000

In addition to the benefits highlighted in the grid on the previous page, our Presenting Sponsor will also be recognized as the Stage Area Sponsor, ensuring their brand is featured both in the months leading up and front-and-center at the 5K & Family Fun Day.

Stage Area Sponsor

You will be our main stage headliner! The 5K & Family Fun Day will feature entertainment throughout the event, with your logo featured prominently to all in the audience.

Platinum Sponsor \$7,500

Start/Finish Line Sponsor

Help send off our race participants at the start line, and welcome them back as they cross the finish line. Your logo will be visible to all as they pass through the arch.

Packet Pick-Up & Info Tent Sponsor

Feature your company at this high-traffic booth as participants pick up their race packets and receive important information. Opportunity to provide branded registration bags.

Gold Sponsor \$5,000

VIP & Top Team Perks Sponsor

Help spotlight and pamper our VIPs! Provide giveaways, special treats, or refreshments to thank them for all they do.

Volunteer Sponsor

Feature your company on 100+ volunteer shirts, visible to all as volunteers support a variety of areas throughout the event site.

Photo Booth Sponsor

Help our participants capture the day! Provide custom props and decor at our photo booth. Sponsor featured on all printed & digital photos.

Kids Zone Sponsor

Contribute to a memorable and fun experience for our youngest guests by hosting our most popular area!

Silver Sponsor \$2,500

Route Sponsor

Opportunity for multiple companies to be featured in unique and engaging ways all along the route. Choose to host a cheer station or water stop, or be featured on a mile marker sign or directional signage.

Sensory Friendly Zone Sponsor

Host this quiet zone for those who need to take a break from the festivities. Provide sensory-friendly items to these special attendees.



To create a customized activation, please contact Adira at adira.knopf@ascv.org.

Sponsorship Commitment Form



Sponsorship Level

- Presenting Sponsor \$15,000 Gold Sponsor \$5,000 Bronze Sponsor \$1,000
 Platinum Sponsor \$7,500 Silver Sponsor \$2,500 Friend Sponsor \$500

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 and submit my payment via credit card online, with a transaction note indicating it is for sponsorship.

Additional Information

_____ Yes, I'd like to provide a branded company item for the registration bags

_____ Yes, I'd like to have a display booth in the Resource Fair

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

Email: development@ascv.org

Mail: Autism Society of Central Virginia

8730 Stony Point Pkwy, Ste 150, Richmond, VA 23236

Please submit your logo if applicable to development@ascv.org

Please note the following important logo submission deadlines:

Posters and promotional printing: March 22, 2024

T-Shirts, maps, and items for Registration Bags: April 12, 2024

