



Sponsorship 2025



Stepping out to improve lives

Crystal Coast Run/Walk for Autism | March 15, 2025 Crystal Coast Civic Center, @ 9 am

This spring, the Autism Society of North Carolina (ASNC) will host its 15th Annual Crystal Coast Run/Walk for Autism. It includes a non-competitive Run/Walk and a one-mile Fun Run/Walk. This event is a celebration for the autism community, with music, and a vendor fair, making for a fun, family-friendly experience!

What We Do

We improve lives

Our direct-care services are tailored to the unique needs of individuals with autism. We enable them to have healthy, safe, and fulfilling lives in their own communities. Our expertise helps individuals – many of whom have significant lifelong needs – be as independent as possible and achieve their goals and dreams.

We support families

Autism Resource Specialists are often the first people parents talk with after their child is diagnosed. We help families connect with resources, keep their children safe, find services, and resolve school issues. We also provide guidance on lifespan issues including employment, residential options, and planning for children’s needs beyond parents’ lives.

We educate communities

Our training for professionals such as doctors, teachers, and first responders increases the quality of care for individuals with autism. We advocate for the needs of the autism community with state policy-makers. Our education efforts increase public awareness of autism and have helped NC have a lower average age of diagnosis than other areas of the U.S.

Join Us

We are a powerful voice, and we are working hard to improve the lives of individuals with autism and those who love them. With your support, we can continue to ensure that individuals with autism reach their full potential. Join us today to elevate your business while also helping to change lives.



Why become a sponsor

Partnering with the Autism Society of North Carolina provides great marketing exposure to our nearly 60,000 subscribers, advocates, and supporters through online and onsite marketing opportunities and strategic logo placement. You will also increase community awareness of your company’s philanthropic mission by supporting an iconic North Carolina nonprofit.

Create positive brand association

For more than 50 years, the Autism Society of North Carolina has been the leading statewide resource for individuals with Autism Spectrum Disorder.

Reach a large audience that is engaged and diverse

Autism’s prevalence continues to increase, and every day, new families learn their child has autism. Those families partner with us to give their loved ones the best lives possible. Autism knows no racial, ethnic, or social boundaries.

Join an ASNC tradition

The Autism Society of North Carolina has been hosting road races across the state for over 25 years. They have become our signature fundraising event and are some of the largest autism awareness events in North Carolina. Each year, you can find competitive runners, individuals with autism, families, and supporters gathered to celebrate the autism community.

Let us customize your sponsorship package

Our team of experienced and creative marketing and sponsorship professionals help you customize your package to maximize your ROI.



1 in 36

1 in 36 children may be diagnosed with autism nationally



40,000+ individuals and their families receive direct services annually in NC



86¢ of every dollar you give goes directly to services

My day, my race!



Since nine year-old Leo was diagnosed with autism seven years ago, he and his parents, Sean and Meg Claire have been an active part of the Autism Society of North Carolina (ASNC) family. “My wife Meg and I found ASNC after Leo was first diagnosed,” says Sean, “and we’ve been grateful ever since for all the programs and resources they’ve provided, and continue to provide, to our family.”

That’s why the Claires are committed to giving back to the Autism Society of North Carolina and helping it continue to fulfill its mission to improve the lives of individuals with autism, support their families, and educate the community.

One of the many ways they support ASNC is by participating as a team in the annual Crystal Coast Run/Walk for Autism. Team Fortitude Roofing, named for the Claires’ business, is a leader in raising money for the event, often coming in first as the team who raised the most money each year. “As business owners, we believe in giving back and the Run/Walk events are a great way to do that,” says Sean, who offers his customers

a discount they can donate to the Run/Walk Fortitude Roofing Team. “Ten out of ten customers will take the discount and make the donation.”

Meg and Sean understand how important their support is to ensuring individuals with autism have what they need to live their best,

most purposeful and independent lives.

They know firsthand what it is for families like theirs to have the kind of help the Autism Society of North Carolina provides. “ASNC does

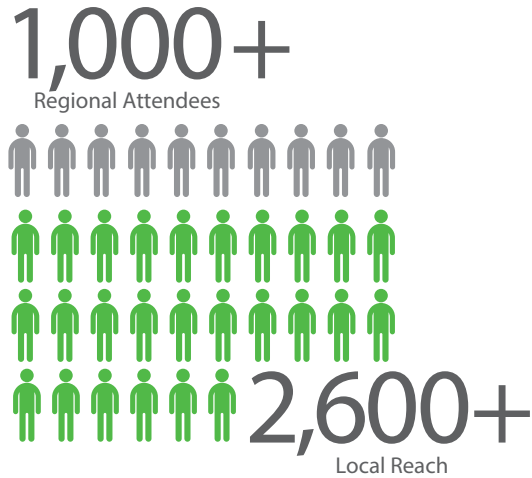
so much,” he says, “helping kids through school and into college, offering employment support services, therapies, respite care, and more. That’s why our support is so important. It helps make all of that possible.”

For Leo, who has been part of the ASNC Social Recreation after-school and camp program in Newport, the Run/Walk for Autism is a big deal. “He calls it his day” says Sean, “his race. It’s just an awesome time. Lots of good energy and a great competitive spirit that raises money that will make a real positive difference in our autism community.”

“As business owners, we believe in giving back and the Run/Walk events are a great way to do that.”

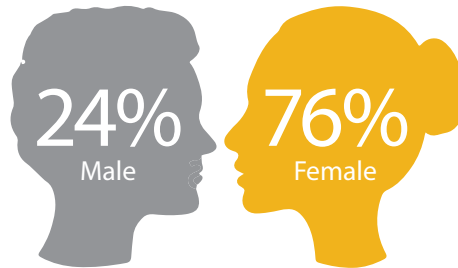
~ Sean Claire

Who attends the run/walk?



Placements

As a sponsor your exposure could result in more than 100,000 impressions through advertising, promotions, event collateral, signage, social media, and media partnerships.



Who are we talking to?



ASNC engages individuals with autism, families, and supporters in the conversation about the Crystal Coast Run/Walk for Autism with direct communication as well as a broad social media campaign and website content.

Sponsorship Levels		Gold	Visionary	Champion	Partner	Advocate	Friend
Cash Investment		\$10,000	\$5,000	\$2,500	\$1,000	\$500	\$250
Waived Entries		15	10	8	6	4	2
Social Media	Announcement of partnership	✓	✓	✓	✓		
Advertising & Promotion	Logo in 8 email blasts (10,000+ contacts)	✓					
	Logo listed on event website & sponsor page	✓	✓	✓	Sponsor page only	Sponsor page only	Sponsor page only
	Recognition in Annual Report	✓	✓	✓	✓	✓	✓
	Option to provide items for team bags	✓	✓	✓	✓	✓	✓
Event Collateral	Logo placement on event shirts (deadline:2/25/25)	✓	✓	✓	✓	✓	Company name only
On-site Exposure	Option to present awards	✓					
	Naming rights: 5K, Start/Finish line, awareness walk, kids play area	✓					
	Naming rights: water station, hospitality or volunteer tents		✓				
	Company banner at finish line (provided by company)	✓	✓				
	Corporate table space	✓	✓	✓	✓		
	Mentions/thank you by race emcee	✓	✓	✓	✓	✓	✓
	Logo on race banner (deadline: 2/28/25)	✓	✓	✓	✓	✓	✓

Additional mutually agreeable opportunities are available.





Crystal Coast Run/Walk for Autism Sponsorship Registration

Company Name: _____

Company Address: _____

City, State, ZIP: _____

Website URL: _____

Facebook or Instagram Page: _____

Contact Name: _____

Phone: _____ Fax: _____

Email: _____

Indicate your company's level of sponsorship

(Please refer to sponsorship level information.)

Level: _____

Cash contribution: \$ _____

In-kind value: \$ _____

Specifics of in-kind donations: *(Please be as exact as possible amount value of in-kind donations.)*

Payment Type:

Billing address same as company address above

Billing Address

Address: _____

City, State, Zip: _____

Check enclosed, made payable to Autism Society of North Carolina

Visa, MasterCard, American Express, Discover *(please circle one)*

Credit Card Number: _____

Expiration Date: _____

CV Code: _____

Signature: _____

For sponsors receiving logo placement on promotional materials, please email your logo in vector format (EPS or PDF) to emabry@autismsociety-nc.org.

Questions? Contact:

Erin Mabry
emabry@autismsociety-nc.org
910-232-7485

Mail registration form to:

Autism Society of North Carolina
Crystal Coast Run/Walk
for Autism
705 S. Kerr Ave.
Wilmington, NC 28403