



## Sponsorship 2025



## Stepping out to improve lives

### Eastern Run/Walk for Autism | March 29, 2025 Town Commons, Greenville, NC @ 9am

This spring, the Autism Society of North Carolina (ASNC) will host its 17<sup>th</sup> Annual Eastern Run/Walk for Autism. It includes a 5K Run/Walk and a one-mile Awareness Walk. This event is a celebration for the autism community, with music, a children’s play area, 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 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 will help you customize your package to maximize your ROI.



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

# Seeds of giving; lives of purpose!



“Our sponsors provide the seeds that grow into something bigger, something that will grow for years and years.” So says Amy Soderstrom, co-founder of the Happy Flappy Brothers team which participates in the Autism Society of North Carolina’s annual Eastern Run/Walk for Autism in Greenville, NC. Team co-founder Christie Kay agrees, “Every seed has helped us to grow the Run/Walk event each year which in turn supports the growth of programming for individuals with autism across their lives.”

Both Amy and Christie have been involved with the Autism Society of North Carolina (ASNC) since their children were in preschool twenty years ago. Amy has three sons, twins Isaac and Samuel, both on the autism spectrum and now 24 years of age, and Jacob; Christie has two boys, Cullen who is on the spectrum and 24 years old, and Christopher, his younger brother.

Two decades ago, the Eastern Run/Walk for Autism was just a dream. It all started with Pitt County Support Group bake sales and other fundraisers that evolved into a Fun Run, and ultimately became the Eastern Run/Walk we know today. “It is astonishing to see how far we’ve come over the last 17 years,” says Amy, who has watched as proceeds from the event helped to expand services available to her children and all individuals with autism in her community, including summer camp opportunities, social recreation programs, and more.

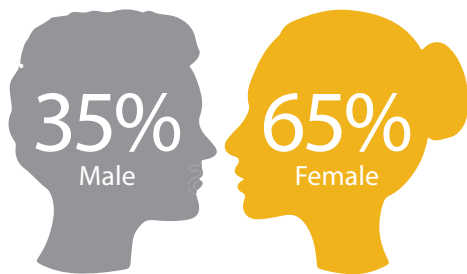
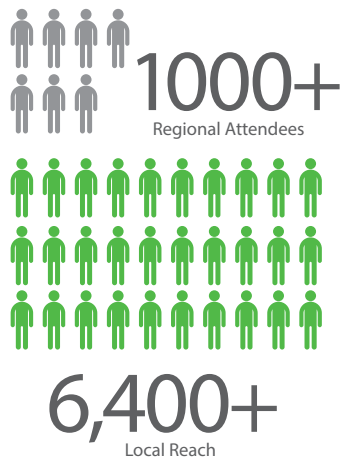
The Run/Walk for Autism is not only a critical fundraiser for ASNC, it is a crucial community-building experience for individuals and families affected by autism. “It’s like a giant family reunion,”

says Christie when describing the annual event. “It’s a time when families don’t have to worry about being accepted or worry about a child’s behavior. Everyone there understands the journey they are on and that makes for a no-stress experience.” For those new to an autism diagnosis, the Run/Walk for Autism offers a valuable perspective on what’s possible. “It gives families a chance to see young children, teens, and adults with autism having happy and purposeful lives,” says Amy, “and shows these families that there is a larger community out there for them to be part of.”

Team Happy Flappy Brothers, which was established when three family teams joined forces to become one, participates in the Eastern Run/Walk every year. Its name reflects the deep friendships the team co-founders’ sons share and the “autism flaps” the boys do as an expression of happiness. The team size varies each year, but generally has upwards of 100 participants including virtual participants from as far away as Ohio, Nevada, Oregon, and Hawaii.

Amy and Christie are both grateful for the sponsors who have supported the Eastern Run/Walk for Autism and who have made so much possible for individuals with autism in eastern North Carolina. Each sponsor’s generosity shows the wider community that they support inclusiveness for those with special needs and that their businesses are safe, accepting places for individuals with autism and their families. “It’s a big deal,” says Christie, “when you understand that a sponsorship is the seed that grows into a garden of services that helps people with autism thrive and live their best, most independent lives.”

# 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 Eastern 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
<b>Social Media</b>	Announcement of partnership	✓	✓	✓	✓		
<b>Advertising &amp; Promotion</b>	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	✓	✓	✓	✓	✓	✓
<b>Event Collateral</b>	Logo placement on event shirts (deadline: 3/11/25)	✓	✓	✓	✓	✓	Company name only
<b>On-site Exposure</b>	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: 3/14/25)	✓	✓	✓	✓	✓	✓

Additional mutually agreeable opportunities are available.





CHAMPION SPONSORS





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BISCUITVILLE | J. MORGAN DESIGN ASSOCIATES, INC. | SOUTHERN BANK, WILL BARNES  
THE FRESH MARKET | WIRTH CHIROPRACTIC

## Eastern 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](mailto:emabry@autismsociety-nc.org).

### Questions? Contact:

Erin Mabry  
[emabry@autismsociety-nc.org](mailto:emabry@autismsociety-nc.org)  
910-232-7485

### Mail registration form to:

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