



5K 2023

 The New England Center
for Children®
Autism Education and Research

Walk/Run for Autism



PRESENTED BY:

ERLAND.

SPONSORSHIP OPPORTUNITIES



5K 2023

 The New England Center
for Children®
Autism Education and Research

SATURDAY, MAY 13, 2023
NEARY SCHOOL, SOUTHBOROUGH, MA
10:00 AM

WWW.NECC.ORG/5K

The New England Center for Children's® (NECC) mission is to create a global network of educators, researchers, and programs so that those living with autism may live fuller lives. NECC provides comprehensive services for children with autism through day and residential programs at our Southborough, MA, campus, in partner classrooms in public school systems throughout the country, consulting services, and autism curriculum software used by teachers around the world. NECC is a leader in research and teacher training and provides staff with initial training, ongoing professional development, research opportunities, and on-site graduate programs.

Funds raised at NECC's 17th Annual 5K Walk/Run for Autism will benefit the Annual Fund which provides programs and services not covered by tuition including vocational opportunities, student outings, specialized equipment and technology, and research and staff training.

We will work with you to create a sponsorship package and activation plan that will most effectively highlight your brand and objectives.

EXCLUSIVE BRANDING & NAMING OPPORTUNITIES

Presenting Sponsor
Supporting Sponsor
Cookout Sponsor
Entertainment Sponsor
Social Media/Photo Booth Sponsor
Start/Finish Line Sponsor
Water Stop Sponsor
Registration Sponsor
Mile Marker Sponsor
Route Sponsor
Exhibitor



PRESENTING SPONSOR

INVESTMENT: \$10,000

LOGO RECOGNITION

- Logo on Event Website
- Front of Race T-Shirt **Exclusive**
- Logo on Bib **Exclusive**
- Logo on Start/Finish Banner
- Prominent Logo Placement on Event Signage
- Logo on Save the Date Postcards
- Podium Recognition
- 5 Dedicated Route Signs with Custom Messaging

REACH OUR AUDIENCE

- 10x10 Expo Space
- Swag at Registration
- Dedicated Social Posts
- Recognition in Event Emails
- Press Release Announcing Partnership
- Logo on Marketing Collateral **Prominent**

GET INVOLVED

- 10 Complimentary Registrations
- Ribbon Cutting at Start Line





SUPPORTING SPONSOR

INVESTMENT: \$7,500

LOGO RECOGNITION

- Logo on Event Website
- Logo on Race T-Shirt
- Logo on Event Signage
- 5 Route Signs (non-exclusive)

REACH OUR AUDIENCE

- 10x10 Expo Space
- Social Media Post
- Logo on Event Collateral

GET INVOLVED

- 8 Complimentary Registrations





5K FRIEND

INVESTMENT: \$5,000

LOGO RECOGNITION

- Logo on Event Website
- Logo on Race T-Shirt
- Logo on Event Signage
- 3 Route Signs (non-exclusive)

REACH OUR AUDIENCE

- 10x10 Expo Space
- Social Media Post

GET INVOLVED

- 5 Complimentary Registrations



RACE PARTNERS

COOKOUT \$3,500

Banner at Cookout Tent *Exclusive*
Logo on Cookout Napkins *Exclusive*
Logo on Event Website
Logo on Event Signage
Logo on Race T-Shirt
Social Media Post

SOCIAL MEDIA PHOTO BOOTH \$3,500

Participants can visit the Social Media Photo Booth and have their photo taken, which will then be posted on NECC social channels (FB and IG)

Banner at Social Tent *Exclusive*
Branded Frame for Use in Photos *Exclusive*
Logo on Event Website
Logo on Event Signage
Logo on Race T-Shirt
Social Media Post

START/FINISH LINE \$3,500

Banner on Start/Finish Line *Exclusive*
Logo on Event Website
Logo on Event Signage
Logo on Race T-Shirt
Social Media Post

REGISTRATION \$3,000

Banner at Registration Tent *Exclusive*
Logo on Event Website
Logo on Event Signage
Logo on Race T-Shirt

REFRESHMENT STATION \$2,500

Banner at Refreshment Tent *Exclusive*
Logo on Event Website
Logo on Event Signage
Logo on Race T-Shirt

ENTERTAINMENT \$2,500

Banner on Entertainment Staging *Exclusive*
Logo on Event Website
Logo on Event Signage
Logo on Race T-Shirt



RACE PARTNERS

NECC MISSION AND VISION \$1,000

Banner at Tent *Exclusive*
Logo on Event Website
Logo on Event Signage
Logo on Race T-Shirt

ROUTE SIGN \$500 | UNLIMITED AVAILABILITY

24" x 18" Sign Along Route

Thank you to our 2022 Sponsors:

APEX Entertainment, Avidia Bank, BJ's Wholesale Club, Brown & Brown of Massachusetts, Central Mass Asthma and Allergy, Central One Federal Credit Union, City Wide Facilities, Erland Construction, Fay School, Fitts Insurance, Gaudette Insurance Agency, Greenwood Industries, Hamilton, Brook, Smith & Reynolds, PC, High Quality Landscape, M&T Bank, Ken's Foods, New England Dental Group, Newmark, Sun Life, Priority Fire & Security, RAD Exotics, Team Anders, Voya, Wellesley Country Club

WATER STOP \$1,000 | 3 AVAILABLE

Signage at Water Stop
Logo on Event Website
Logo on Event Signage
Logo on Race T-Shirt

MILE MARKER \$750 | 3 AVAILABLE

24" x 18" Sign at Mile Mark
Custom messaging

EXHIBITOR \$250 | UNLIMITED AVAILABILITY

10' x 10' Booth with table and 2 chairs





SPONSORSHIP CONFIRMATION FORM

Company Name: _____

Contact: _____ Title: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

YES! I/We will support the 5K Walk/Run for Autism as a

 Presenting Sponsor | \$10,000 Supporting Sponsor | \$7,500 5K Friend | \$5,000

Race Partner Opportunities

- Cookout | \$3,500 Social Media | \$3,500 Start/Finish Line | \$3,500
- Registration | \$3,000 Entertainment | \$2,500 Refreshment Station | \$2,500
- Water Stop | \$1,000 (3) NECC Mission | \$1,000 Mile Marker | \$750 (3)
- Route Sign | \$500
(Unlimited) Exhibitor | \$250
(Unlimited)

Sponsorship Participation

- My company plans to form a Run/Walk Team Yes No Not Sure
- My company plans to host a booth in the Event Expo Yes No Not Sure

Payment

Online Secure Payment at www.necc.org/necc-5K-sponsorships

Check

Please complete this form and return with payment to:

The New England Center for Children
Attn: Marianne Gibson
33 Turnpike Road
Southborough, MA 01772

Sponsor Signature

Date

Please submit logos to mjgibson@necc.org by **April 20, 2023**, in order to be included in printed materials.

Please ensure that submitted logos are vector files (AI, EPS, or PDF), or high-resolution PNG or JPG files (at least 300dpi).