



SPONSOR & MARKETING OPPORTUNITIES

Dear Friend of AutismUp,

AutismUp has provided customized programs and services to support individuals and families living with Autism Spectrum Disorder (ASD) for over a decade. Improving quality of life has always been our mission and support from friends like you has been paramount to our success. Since our inception, we have envisioned a centerpiece for the autism community to learn and grow and have their many needs met in one place, with the goal of being successful within the local community.

Our vision became a reality last April when we opened the doors to our newest endeavor! Our innovative multi-sensory learning environment provides custom social skill, recreation and fitness programs in a family-friendly, safe and supportive environment. Yet, despite our many accomplishments, there is much more work to do. Thousands of children with autism are now on the crest of adulthood. AutismUp is creating a continuum of supports to help teens and young adults with vocational, recreation and social opportunities that will guide them into the future. In order to increase our current programming and implement our plan for the future, we need your help.

Your gala sponsorship will help thousands living with ASD. Participation fees only cover a fraction of the cost it takes to give individuals the proper support they need to be successful. Your support is more important than ever because it will help to hire and train behavior and vocation support coaches, and expand support levels for all ages and abilities — helping to stop the isolation and pave the way to a bright and hopeful future for the individuals we serve.

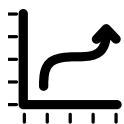
In addition, your sponsorship is an opportunity to promote your organization to guests of the gala and thousands of members and supporters, while illustrating a commitment to fostering the development of our community. We will happily recognize you with related benefits at each sponsor level.

Will you help us today & provide hope for tomorrow?

Our Spring Gala is a celebration of accomplishments and a focus on the future, outlining a bold new destiny. I invite you to become an event sponsor and support our efforts in 2017, and beyond. Thank you for your consideration and I look forward to seeing you on April 29!

Sincerely yours,
Sarah Milke
 Executive Director

Your support makes a world of difference in our community.



1 in 68
 the autism incidence rate. **10,000** estimated with autism locally.



2,068
 the number of member families & children with autism we served in 2016.



Only **\$2 in \$5** needed to fund what we offer comes from program participation fees by attendees.



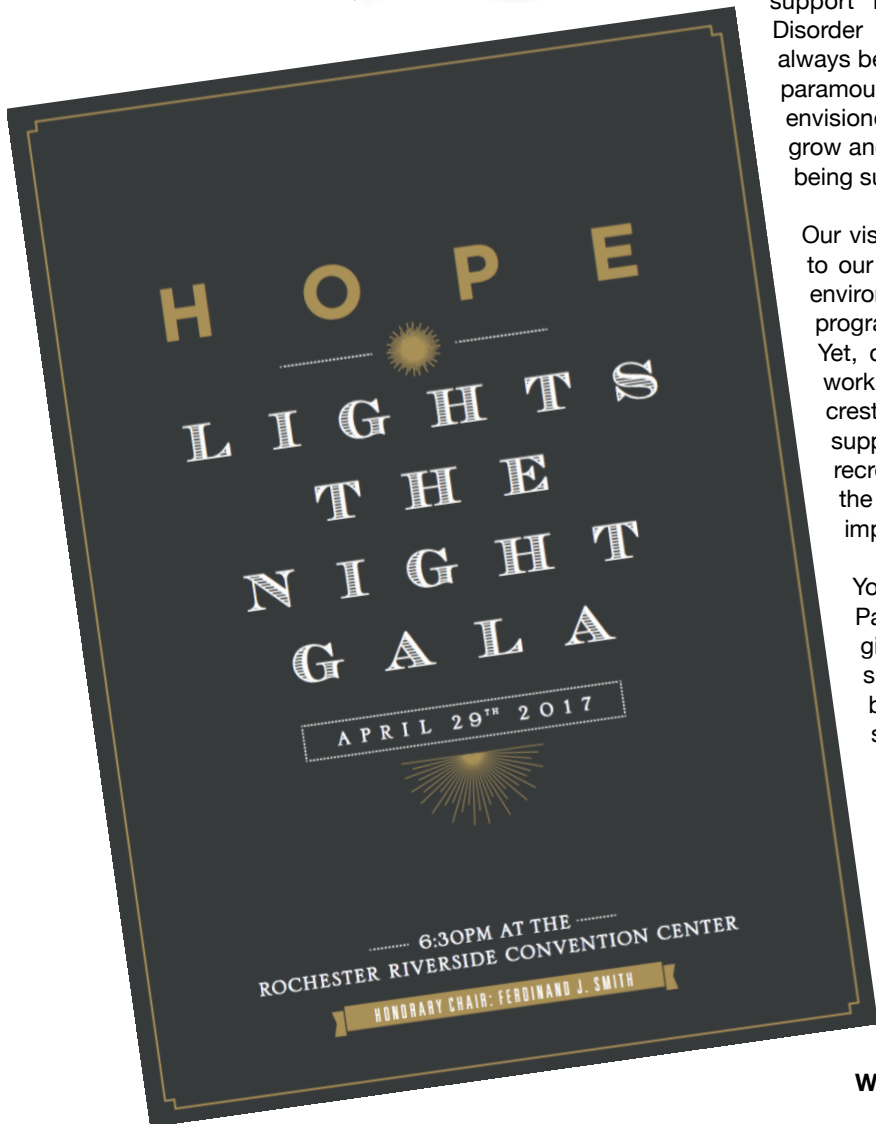
1:1 = the level of support needed for many program participants. We hire dedicated autism professionals & a robust staff of Support Coaches.



\$38,000 in AutismUp scholarships granted to families in 2016.



The Reality
 Autism lasts a LIFETIME. Children with autism grow into adults with autism & AutismUp provides HELP today & HOPE for tomorrow.





AutismUp

Help for Today.
Hope for Tomorrow.

MISSION

Our mission is to support individuals with Autism Spectrum Disorder, and their families, by expanding and enhancing opportunities to improve quality of life.

VISION

Our vision is to collaborate and create services within our community to support every individual with ASD, and the people who care for them.

PROFILE

We are an independent parent driven organization.

We have grown through the support of our membership, community, businesses and educational partners.

As the autism incidence rate continues to grow, we aim to work collaboratively to create a bright future for all individuals who face the daily challenges of living with autism.

FOCUS AREAS

Direct Programming focusing on Social Skills + Supported Recreation & Fitness + Readiness Skills + Sensory Regulation + Community Education & Collaboration + Member Support Services + Scholarship & Accessibility

Become a Gala Sponsor



It's easy! We've provided a calendar with helpful information to make the most of your gala sponsorship. Of course, we are happy to help at any time. Please call us at 585-248-9011, or email Beth Ciardi, Special Events Coordinator, at bciardi@autismup.org.

step-by-step	important dates
<p>step 1 Review sponsor information and complete commitment form at www.autismup.org.</p>	<p>april 20 Sponsor deadline.</p>
<p>step 2 Payment may be made on-line by credit card, by check mailed to AutismUp, or you may pledge your commitment on-line, by mail or phone and request an invoice. Invoices by request only.</p>	<p>april 21 Receive sponsor guest tickets by mail and/or electronically for distribution.</p>
<p>step 3 Submit your event book advertisement. Each sponsor level receives a placement in the event book. Size and specification vary by level and are listed on the commitment form.</p>	<p>april 21 Deadline to submit event book advertisement to lponticello@autismup.org.</p>
<p>step 4 Submit your guest list. Each level of sponsorship receives an associated number of tickets. To expedite check in, we ask you to provide your guest names in advance.* <i>*You have the option to donate any unused tickets back to AutismUp for redistribution in your name.</i></p>	<p>april 25 Deadline to submit guest list to bciardi@autismup.org If you are unable to provide guest names and contact email in advance, we will simply hold your tickets in your sponsor name at the door on event night.</p>
<p>step 5 Come to Gala 2017 and celebrate your support of individuals with autism in the community!</p>	<p>april 29 event night Sponsor reception for sponsors & guests begins at 5:30 PM. Park in the South Avenue Garage.</p>



The Autismup Multi-Sensory Learning Environment

Safe, Sensory-Friendly Environment | Innovative Equipment & Programs | High Level of Support & Coaching Staff



SPOTLIGHT: Social Skill Summer Education Program

Our six week program is run at two YMCA locations in the Rochester area providing a summer camp experience for kids with ASD. AutismUp hires, staffs and runs the education program teaching more than 100 kids with autism social skills in a recreational environment in a manner that is unique to their needs with highly specialized supports. This is one of many programs that your sponsorship helps AutismUp to provide to our community.



Gala Sponsorship Opportunities

Platinum Partner Sponsor | \$20,000

Receive recognition as a major 2017 gala sponsor while choosing to extend your support thru the year as a Platinum Partner. Platinum Partner Sponsorships include corporate recognition at all 2016 special events and on related event materials, plus: Two (2) reserved tables of ten (10) each - total of 20 guests - in a premium location for full service dinner, dessert, auction and entertainment | VIP Cocktail Reception with live entertainment for your party of twenty (20) prior to general admission | Preview of Silent Auction | Name mentioned as Platinum Partner in press releases leading up to the event | Two page color advertisement in the interior of the event program (two 8.5"H x 5.5"W pages side-by-side) or single 8.5" H x 11" W spread) | Name/logo included on all pre/post event e-communications | One (1) mention per month (April – May 2017) on AutismUp main Facebook page | Platinum Partner Sponsors will be recognized as such prominently, and hyperlinked, on the AutismUp website and in communications in 2017 | Corporate name/logo and link to website included on AutismUp's Gala page on website | Corporate logo included at bottom of AutismUp homepage and on gala e-communications | Prominent signage throughout the event site | Corporate name/logo looping during event on monitors | Special thanks and recognition as a Platinum Partner Sponsor during gala event | Sponsor listing in event program book | Individual table sign

Diamond Level Sponsor | \$15,000

Prominent recognition as Gala Entertainment Sponsor, opportunity to introduce act, and name/logo displayed on stage, plus: Two (2) reserved tables of ten (10) each - total of 20 guests - in a premium location for full service dinner, dessert, auction and entertainment | 20 tickets to the VIP cocktail reception prior to general admission | Preview of Silent Auction | Full page color advertisement; interior of the event program (8.5"H x 5.5"W) | Prominent signage throughout the event site | Sponsor name listed in the event book | Sponsor logo/name looping on event monitors | Individual table sign | Diamond Sponsor will be recognized and hyperlinked on the AutismUp website in 2017

VIP Level Sponsor | \$12,000

Prominent recognition as VIP Cocktail Reception Sponsor and opportunity to distribute branded promotional item to VIP guests, plus: Two (2) reserved tables of ten (10) each - total of 20 guests - in a premium location for full service dinner, dessert, auction and entertainment | 20 tickets to the VIP cocktail reception prior to general admission | Preview of Silent Auction | Full page color advertisement; interior of the event program (8.5"H x 5.5"W) | Prominent signage throughout the event site | Sponsor name listed in the event book | Sponsor logo/name looping on event monitors | Individual table sign | VIP Sponsor will be recognized and hyperlinked on the AutismUp website in 2017

Gold Level Sponsor | \$10,000

Two (2) reserved tables of ten (10) each - total of 20 guests - in a premium location for full service dinner, dessert, auction and entertainment | 20 tickets to the VIP cocktail reception prior to general admission | Preview of Silent Auction | Full page color advertisement; interior of the event program (8.5"H x 5.5"W) | Prominent signage throughout the event site | Sponsor name listed in the event book | Sponsor logo/name looping on event monitors | Individual table sign | Gold Sponsor will be recognized and hyperlinked on the AutismUp website in 2017

Silver Level Sponsor | \$5,000

One table of ten (10) for full service dinner, dessert, auction and entertainment | Ten (10) tickets to the VIP reception | Half page black & white advertisement in the interior of the event program (4.25"H x 5.5"W) | Prominent signage throughout the event site | Sponsor name listed in the event book | Sponsor logo/name looping on event monitors | Individual table sign

Bronze Level Sponsor | \$3,000

One table of ten (10) for sit down dinner | Four (4) tickets to the VIP reception | Quarter page black & white ad in the interior of the event program (2.1"H x 5.5" W) | Bronze Sponsor name listed in event book | Sponsor logo/name looping on event monitors | Sponsor table sign

Table Sponsor | \$2,000

One table of ten (10) for full service dinner, dessert, auction and entertainment | Individual table sponsor name listed in the event book

Patron Sponsor | \$750

Two (2) seats for full service dinner, dessert, auction and entertainment | Two (2) tickets to the VIP reception | Patron name listed in event book

*Denotes the option to donate tickets back to AutismUp for redistribution in your name should you choose not to use them



2017 SPONSOR COMMITMENT FORM



Our largest fundraising event ever, the 11th annual AutismUp Spring Gala will be held on Saturday, April 29 at the Rochester Riverside Convention Center. Your sponsorship allows us to continue our unique mission.

Sponsorship benefits may include:¹

- Table(s) of 10 for dinner
- Event book & other advertisement opportunities
- Prominent signage throughout gala & program event sites
- A private Sponsor Reception featuring complimentary beverages, hors d'oeuvres, silent auction preview, entertainment, and remarks
- Tickets to the event for guests of your choice² or the option to donate back to AutismUp for redistribution in your name
- Helping children with ASD locally attend specialized education programs to improve their quality of life
- A portion of the 2017 sponsorship donations will be designated to the AutismUp Richard and Nancy Dorschel Family Foundation Scholarship Program

¹ Benefits vary at each sponsorship level. Please refer to the "Sponsorship Opportunities" sheet provided for specific benefits at each level.

² Please submit guest lists to bciard@autismup.org by 4/25/2017.

EVENT BOOK AD SPECIFICATIONS

Please send a high resolution JPEG or PDF format ad per the specifications listed for the applicable sponsorship level to lponticello@autismup.org by 4/22/2017.

BUSINESS/DONOR NAME		
CONTACT NAME		
ADDRESS		
CITY	STATE	ZIP CODE
TELEPHONE		
EMAIL		

LEVEL OF SPONSORSHIP	MINIMUM DONATION	COMMITMENT
Platinum Partner Sponsor	\$20,000	
Diamond Sponsor	\$15,000	
VIP Sponsor	\$12,000	
Gold Sponsor	\$10,000	
Silver Sponsor	\$5,000	
Bronze Sponsor	\$3,000	
Table Sponsor	\$2,000	
Patron Sponsor	\$750	
Individual Guest	\$225	
Entertainment Sponsor	\$7,500	
Program & Invitation Sponsor	\$5,000	
Photography Sponsor	\$2,500	
Event Signage Sponsor	\$1,750	

Please make checks payable to AutismUp and mail to:

AutismUp
Attention: Spring Gala
855 Publishers Parkway
Webster, New York 14580

Payment may be also be made via electronic check or credit card.
 Questions related to invoicing may be directed to Christina Hilton at chilton@autismup.org or 585-248-9011 ext. 105. AutismUp is a 501c3 not-for-profit, tax identification/EIN #: 04-3833868. Further documentation is available upon request. A receipt for the portion of your donation that may be tax deductible will be mailed to the contact indicated above.

Platinum Sponsor Ad	Two page color (two 8.5"H x 5.5"W pages side-by-side or single 8.5" H x 11" W spread)
Diamond, VIP and Gold Sponsor Ad	Full Page Color 8.5 H x 5.5 W
Silver Sponsor Ad	Half Page B & W 4.25 H x 5.5 W
Bronze Sponsor Ad	Quarter Page B & W 2.1 H x 5.5 W