



A heart of gold is where the rainbow begins.

Tammy L. Kubasko

## 2024 Gala Sponsorship Opportunities

Dear Friend,

Two decades ago, I sat down with three other moms determined to create a future where every child, regardless of diagnosis or related challenges, could thrive. AutismUp has grown from an organization that served a handful of families to supporting 3,700+ families in the Greater Rochester Area each year.

**Creating a Supportive Community** remains a top priority for us because many families with loved ones who have Autism or other developmental disabilities feel isolated. AutismUp's welcoming community surrounds families with understanding and support through the different parts of their journey.

**Cultivating Meaningful Opportunities** from feedback we gathered from our community (including self-advocates, family members, school districts, and providers) helps us continue to evolve our offerings to fill gaps and create relevant and enriching opportunities for the entire family.

**Ensuring Our Loved Ones Have a Future.** Our mission is clear. AutismUp is here to provide help for today and hope for tomorrow. We cannot be paralyzed by the strained systems or growing waitlists. We cannot wait for someone else to rescue us either. The most remarkable achievements in the disability community often sprouted from grassroot efforts made by parents who hashed out concerns around kitchen tables or shared visions in local coffee shops.

We want to invite you to be part of our efforts — creating solutions for lifelong learning, earning, living, and leisure for people with autism of all ages and abilities. Help us spark new dreams and turn them into realities. Your gala sponsorship will help give individuals with autism the proper support they need to be successful.

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



I invite you to become a gala sponsor and support our efforts. Thank you for your consideration. I look forward to seeing you on May 11.

Sincerely yours,

*Sarah Milke*

Executive Director



**Your support provides help and hope to more than 3,700 families growing up with autism.**



# AutismUp “Good as Gold Gala” Sponsor Opportunities

## Platinum (Pt) Presenting Level Sponsor | \$25,000

Three (3) reserved tables of ten (10) each - total of 30 guests - in a premium location for full service dinner, dessert, auction and entertainment ● 30 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 ● Special thanks and recognition as a Platinum Sponsor during gala event ● Individual table sign ● Platinum Sponsor will be recognized on the AutismUp website in 2024

## Gold (Au) 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 on the AutismUp website in 2024

## Silver (Ag) 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

## Copper (Cu) Level Sponsor | \$3,000

One table of ten (10) for 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 ● Table sign

## Titanium (Ti) Table Sponsor | \$2,200

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

## Palladium (Pd) Patron Sponsor | \$1,000

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

---

Select Sponsorship Opportunities | A single sponsorship is available at the following levels:

## Entertainment Sponsor | \$7,500

Full page color advertisement - interior of the event program (8.5”H x 5.5”W) ● Name/logo appear next to the entertainment bio in the event program ● Name/logo appear on signage adjacent to stage ● Opportunity to introduce act at conclusion of the formal presentation ● Name appears on prominent signage throughout the event site ● Sponsor name listed in event program ● Sponsor name looping on event monitors ● Ten (10) tickets to the VIP reception\* ● One table for ten (10) for dinner\* ● Table sign

## Print Sponsor | \$5,000

Full single page color advertisement in premium location in interior of event program (8.5”H x 5.5”W) ● Name appears on prominent signage throughout the event site ● Sponsor name listed in event program ● Sponsor name looping on event monitors ● Four (4) tickets to the VIP reception\* ● Four (4) seats for full service dinner, dessert, auction and entertainment\*

## Production Sponsor | \$2,500 and Photography Sponsor | \$2,500

Name appears on prominent signage throughout the event site ● Sponsor name looping on event monitors ● Sponsor name listed in event program ● Half page black and white ad in the interior of the event program (4.25” x 5.5”W) ● Name/logo appear on individual poster size sign (24”W x 36”H) adjacent to registration or photo experience ● Two tickets to the VIP reception\* ● Two seats for dinner, dessert, auction and entertainment\*

## Signage Sponsor | \$1,750

Name appears on prominent signage throughout the event site ● Sponsor name looping on event monitors ● Sponsor name listed in the event program ● Half page black and white advertisement in the interior of the event book (4.25” x 5.5”W)

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



# 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 members, 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.

# Become a sponsor

We have streamlined our website to ensure that it is easier than ever to lend your support and prepare for the *Good as Gold Gala*. You may (1) place an order, (2) make a donation, (3) submit guest list, and (4) check in online in advance. Key information and deadlines follow, and of course, we are happy to help at any time. Please call (585) 248-9011 ext. 108, or email AnneMarie Meyer, Special Events Coordinator, [ameyer@autismup.org](mailto:ameyer@autismup.org) with any questions.

**Sponsor commitments made by April 1 will be highlighted in April — Autism Awareness & Acceptance Month — as supporters that are good as gold!**

## Here’s what we need from you:

## Important dates:

### 1. YOUR COMMITMENT

Complete a sponsorship commitment form at [www.AUgold.givesmart.com](http://www.AUgold.givesmart.com)

Payment options:

- Online by Credit Card
- Check to AutismUp
- Pledge your commitment (on-line, by email or phone) and request an invoice

### Friday, April 26

Gala sponsorship commitments due. Complete your sponsorship online at: [AUgold.givesmart.com](http://AUgold.givesmart.com). To print a copy of this sponsor commitment package and form, visit our website at: <https://autismup.org/events/spring-gala-2024>

### 2. YOUR LOGO/AD

Submit your event book advertisement. Sizes and specifications vary by level and are listed on the following commitment form.

### Wednesday, April 30

Deadline to submit event book advertisement to [mdimartin@autismup.org](mailto:mdimartin@autismup.org)

### 3. YOUR GUEST NAMES

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.\*

*\*You have the option to donate any unused tickets back to AutismUp for redistribution in your name.*

*\*This ensures your guests receive pre-event notifications with link to pre-register for auction bidding, and speeds up event night check in for your guests.*

### Thursday, May 1

Deadline to enter guest names & mobile phone\* directly online using the individual link provided when you [complete your online sponsorship](#), or go to [AUgold.givesmart.com](http://AUgold.givesmart.com). If you are unable to provide guest names and mobile phone or email in advance, we will simply hold your tickets in your sponsor name at the door on event night. Contact [ameyer@autismup.org](mailto:ameyer@autismup.org) if you have questions.

### 4. YOU!

Join us for a '24 Karat 20th Anniversary Celebration to celebrate your support of growing opportunities for the autism community.

### Saturday, May 11

Gala night! VIP sponsor cocktail reception begins at 5:30 PM. Parking available in the South Avenue Garage.



**1 in 36 people** is diagnosed with autism. It is estimated this is 20,000 people locally.

**Over 3,700 families** are served by AU. Class participation has grown to 900+ in 70+ classes.

We provide essential family support services for FREE. Navigation, parent training, sibling workshops, meet-ups, community advocacy, & social gatherings.

Only **\$2 in \$5** needed to fund programs and services offered by AutismUp comes from participation fees.

**1:1** specialized support is needed by most program participants. 76% of our expenses relate to recruiting, training & maintaining dedicated autism professionals & a robust staff of support coaches. Personalized support ensures participant opportunities & success, and reduces waiting lists.

We’ve provided over \$305,000 in **scholarships** to eligible families and \$315,000 in free programs helping ensure opportunities for all.

**Autism lasts a lifetime.** AutismUp is creating opportunities and pathways for those with autism from youth to adulthood. In our 20th year, we will embark on the journey to address housing.



## 2024 SPONSOR COMMITMENT FORM

BUSINESS/DONOR NAME		
CONTACT NAME		
ADDRESS		
CITY	STATE	ZIP CODE
MOBILE TEL. (required to receive gala activation text code)		
OTHER TEL. (please specify)		
EMAIL (required to receive gala information)		

The 20th Anniversary AutismUp Gala will be held on Saturday, May 11, 2024 at the Rochester Riverside Convention Center. Your sponsorship allows us to continue to set the gold standard for autism support services.

Sponsorship benefits may include:<sup>1</sup>

- 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 choice<sup>2</sup> 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 2024 sponsorship donations will be designated to the *AutismUp Richard and Nancy Dorschel Family Foundation Scholarship Program*

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

<sup>2</sup> Please input guest names and special instructions directly at [AUgold.givesmart.com](http://AUgold.givesmart.com) using your login, or submit guest lists to [ameyer@autismup.org](mailto:ameyer@autismup.org) by 5/1/2024.

<sup>3</sup> Contact [lponticello@autismup.org](mailto:lponticello@autismup.org) to confirm Select Underwriting Sponsorship availability. Typically, one "Select Sponsorship" is available at each level.

### EVENT BOOK AD SPECIFICATIONS

Please send a high resolution JPEG or PDF format ad per the specifications listed for the applicable sponsorship level to [mdimartin@autismup.org](mailto:mdimartin@autismup.org) by 4/30/2024.

LEVEL OF SPONSORSHIP	MINIMUM DONATION	COMMITMENT
Platinum (Pt) Sponsor	\$25,000	
Gold (Au) Sponsor	\$10,000	
Silver (Ag) Sponsor	\$5,000	
Copper (Cu) Sponsor	\$3,000	
Titanium (Ti) Table Sponsor	\$2,200	
Palladium (Pd) Patron Sponsor	\$1,000	
Individual Guest Ticket	\$225	

#### Single Select Underwriting Sponsorships:<sup>3</sup>

Entertainment Sponsor	\$7,500	
Print Sponsor	\$5,000	
Production or Photo Sponsor	\$2,500	
Signage Sponsor	\$1,750	

Please make checks payable to AutismUp and mail to:

**AutismUp**  
**Attention: Spring Gala**  
**50 Science Parkway**  
**Rochester, New York 14620**

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](mailto: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/Gold/Entertainment/Print Sponsor Ad	Full Page Color 8.5 H x 5.5 W
Silver Sponsor/Production/Photo Sponsor Ad	Half Page B & W 4.25 H x 5.5 W
Bronze Sponsor/Signage Sponsor Ad	Quarter Page B & W 2.1 H x 5.5 W

INDIVIDUAL EVENT BOOK ADVERTISING RATE OPTIONS	Full Page B & W 8.5 H x 5.5 W	Half Page B & W 4.25 H x 5.5 W	Quarter Page B & W 2.1 H x 5.5 W	Booster Listing
	\$500	\$250	\$175	\$100