5K WALK | RUN FOR AUTISM

SPONSORSHIP OPPORTUNITIES

The New England Center for Children®
Autism Education and Research
ABOUT NECC
The New England Center for Children has 40 years of experience helping children with autism. Started in 1975 with only $30,000 from the Commonwealth of Massachusetts, it has grown to be one of the most respected autism education and research centers in the world. Today, NECC is the global leader in providing effective, evidence-based educational services to children with autism. We rely on the science of applied behavior analysis to help children with autism reach their greatest potential.

TREATMENT APPROACH
NECC’s Services are designed to provide students with the skills needed to live productive and happy lives. At NECC, we emphasize increasing independence, skill development and safety. NECC services, including academic, speech and language therapy, social and life skills development, vocational training, physical education, occupational therapy, family services, outreach services, and health care have been carefully developed to deliver superior care and enhanced learning opportunities for each child we serve.

THE ACE CURRICULUM
The Autism Curriculum Encyclopedia (ACE®) is the culmination of over 40 years of research and practice conducted at The New England Center for Children (NECC®), a leader in the fields of applied behavior analysis (ABA) and autism. The ACE application provides an interactive interface containing assessment tools, lesson plans, teaching materials, and student performance reports for over 1,900 skills drawn from the curriculum used at NECC.

680
STUDENTS SERVED BY NECC
4,620+
STUDENTS USING OUR ACE® ABA SOFTWARE
5K WALK/RUN FOR AUTISM

Hosted annually at the Margaret A. Neary School in Southborough, MA, the NECC 5K Walk/Run for Autism has become a community event for all. Whether you are looking to associate your brand with a charitable initiative, motivate your employees to volunteer, or simply gain exposure to our audiences, this event is the place to be on Saturday, May 9, 2020.

Now in its 14th year, the NECC 5K Walk/Run for Autism is a key event in NECC’s fundraising program. All money raised from this event will go directly toward the Annual Fund, which allows us to improve the quality of life for all our students with autism. With your help, we can continue to promote independence for all our students, share our expertise with the greater autism community, and train more teachers.

1,200+ ANNUAL PARTICIPANTS

$246,000 FUNDS RAISED IN 2019

24 COMMUNITY SPONSORS

18,455 SOCIAL MEDIA FOLLOWERS
ALIGN YOUR BRAND

Build brand awareness by showcasing your company’s name on site during the NECC 5K Walk/Run for Autism. Sponsorships are available at multiple locations across the race course and allow you to interact with participants who attend the 5K with opportunities that include expo spaces, give-a-ways, exclusive naming rights and on-site branding.

BRANDING & NAMING RIGHTS

Presenting Sponsor
Cookout Sponsor
Entertainment Sponsor
Parking/Shuttles Sponsor
Volunteer Sponsor
Finish Line Sponsor
H2O Stations Sponsor
Video/Photography Sponsor
Registration Sponsor
Student Medals Sponsor
Mile Marker Sponsor
Fan Zone Expo
PRESENTING SPONSOR | $7,500

LOGO RECOGNITION
Race Website with Reciprocal Link
Runner Bibs exclusive
Front of Participant Race T-Shirt exclusive
Front of Volunteer T-Shirt exclusive
Start/Finish Line Banner exclusive
Additional Race Related Signage

REACH OUR AUDIENCE
10X10 Expo Space on Race Day
Dedicated Social Media Post

GET INVOLVED
Corporate Team Fundraising Opportunities

Print inclusion deadline is April 17, 2020
**Race Partners**

**Cookout | $5,000**
- Logo on Cookout Venue *exclusive*
- Logo on Cookout Napkins *exclusive*
- Logo on Race Website with Reciprocal Link
- Logo on Event Sponsor Signage
- Logo on Back of Participant T-Shirt
- Social Media Inclusion

**Entertainment | $3,000**
- Logo on Concert Venue *exclusive*
- Logo on Race Website with Reciprocal Link
- Logo on Event Sponsor Signage
- Logo on Back of Participant T-Shirt
- Social Media Inclusion

**Parking/Shuttles | $1,500**
- Logo on Shuttles *exclusive*
- Logo on Parking Lot Signs *exclusive*
- Logo on Race Website with Reciprocal Link
- Logo on Event Sponsor Signage
- Logo on Back of Participant T-Shirt
- Social Media Inclusion

**Volunteer | $1,500**
- Logo on Back of Volunteer T-Shirt *exclusive*
- Logo on Race Website with Reciprocal Link
- Logo on Event Sponsor Signage
- Logo on Back of Participant T-Shirt
- Social Media Inclusion

**Finish Line | $1,500**
- Logo on Finish Line *exclusive*
- Logo on Race Website with Reciprocal Link
- Logo on Event Sponsor Signage
- Logo on Back of Participant T-Shirt
- Social Media Inclusion

*Print inclusion deadline is April 17, 2020*
**RACE PARTNERS**

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**H2O STATIONS | $500**
- Logo at Hydration Stations (3) **exclusive**
- Logo on Race Website with Reciprocal Link
- Logo on Event Sponsor Signage
- Logo on Back of Participant T-Shirt

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**VIDEO/PHOTO | $500**
- Logo on Official 5K Video **exclusive**
- Logo on Race Website with Reciprocal Link
- Logo on Event Sponsor Signage
- Logo on Back of Participant T-Shirt

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**REGISTRATION | $500**
- Logo on Registration Tent **exclusive**
- Logo on Race Website with Reciprocal Link
- Logo on Event Sponsor Signage
- Logo on Back of Participant T-Shirt

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**STUDENT MEDALS | $500**
- Logo on Student Medals **exclusive**
- Logo on Race Website with Reciprocal Link
- Logo on Event Sponsor Signage
- Logo on Back of Participant T-Shirt

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**MILE MARKER (3) | $250**
- Logo on (1) Mile Marker **exclusive**
- Logo on Race Website with Reciprocal Link
- Logo on Event Sponsor Signage
- Logo on Back of Participant T-Shirt

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**FAN ZONE EXPO | $150**
- 10x10 Expo Space on Race Day
- Logo on Race Website with Reciprocal Link
- Logo on Event Sponsor Signage
- Logo on Back of Participant T-Shirt

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Print inclusion deadline is April 17, 2020