



**SPONSORSHIP INFORMATION
2010**



AT A GLANCE

The Paddle for Autism Awareness is the only nation-wide community fundraising event that serves to spread awareness of the global effects of autism with an accessible and fun outdoor activity. The joyful and admirable spirit of this unique event brings people who are motivated and passionate about the cause as well as those who enjoy spending time kayaking on the water in their city. Individuals with autism and their families and friends unite for a memorable experience and opportunity to fundraise for a relevant and meaningful cause.

Who: Global Autism Project is a non-profit organization serving children with autism in underserved populations since 2003.

What: Paddle for Autism Awareness; Signature fundraising event for the Global Autism Project.

Where: Eleven major markets in the United States – including New York City, Boston, Seattle, Chicago, Denver, Phoenix, Los Angeles, San Francisco and San Diego.

When: Tour of Paddle events begins July 31st and ends September 25th, 2010.

Why: A significant and wide-reaching marketing platform for product identification and exposure with the opportunity to illustrate company/customer services and relations.

Investment: Sponsorships range from \$100-\$10,000

Contact: Global Autism Project
Phone: 347-546-8770
Fax: 718-228-7431



A MARKETING INVESTMENT

The Paddle for Autism Awareness is the only nation-wide community fundraising event that serves to spread awareness of the global crisis of autism with an extremely accessible and fun outdoor activity. The joyful and admirable spirit of the unique event brings people who are motivated and passionate about the cause as well as those who enjoy spending time kayaking on the water in their city. Individuals with autism and their friends and families unite for a memorable experience and opportunity to fundraise for a relevant and meaningful cause.

WHAT YOUR SPONSORSHIP ACHIEVES

Generates leads and opens doors

With the opportunity to exhibit at each event, Peeled Snacks can reach out to prospective new customers directly!

Build your brand and foster loyalty

Your tie to us lends credibility and offers content that allows you to educate your customers in new ways about subjects they care about. Leverage your investment when you carry our messages on or in customer information, statements, your website and advertising.

Position yourself against the competition

As a presenting sponsor, you'll be the sole sponsor in your category. By taking advantage of an exclusive opportunity, you differentiate your product and virtually shut out the competition.

Gain powerful advertising and media exposure

A professionally managed PR campaign will ensure that your message as well as ours reaches a target audience and beyond in eleven major markets!

Direct Market to Target Audiences

Utilize our database of over 20,000 email addresses to send your information, coupons, and special offers. Here is how it works: we'll include your materials in our mailing or coordinate special mailings to participating organizations, schools and local leaders.



BREAKDOWN OF LEVELS AND BENEFITS

	PRESENTING SPONSOR \$10,000	SUSTAINING SPONSOR \$5,000	AFFILIATE SPONSOR \$2,500	SUPPORTING SPONSOR \$1,000	CITY SPONSOR \$500	NEIGHBORHOOD SPONSOR \$250
Marketing Benefits						
Promotional postcards (50,000+ distributed nationwide)	✓					
Promotional poster— (10,000+ distributed nationwide)	✓					
Promotional poster – city specific	✓	✓				
Fan blade banners	✓	✓				
Print and media releases	✓	✓				
Database of opt-in email addresses	✓	✓	✓			
All TV, radio & print ads/PSA's	✓	✓	✓			
Global Autism Project Homepage	✓	✓	✓	✓		
e-filier	✓	✓	✓	✓		
City-specific banner	✓	✓	✓	✓		
Exhibit booth	✓	✓	✓	✓	✓	
Program Advertisement	✓	✓	✓	✓	✓	
Event day emcee	✓	✓	✓	✓	✓	✓
Post-event email	✓	✓	✓	✓	✓	✓
Promotional email	✓	✓	✓	✓	✓	✓
City specific page on website	✓	✓	✓	✓	✓	✓
Tickets to kick-off event	10 tickets to every event	8 tickets to every event	8 tickets to local event	6 tickets to local events	4 tickets to local events	2 tickets to local events

EXCLUSIVE A LA CARTE SPONSORSHIPS

- **T-shirt Sponsor:** \$1,500 per city, including Supporting Sponsor benefits and T-shirts with Sponsor Logo for all participants, staff and volunteers
- **Go Green! Sponsor:** \$500 per city, includes City Sponsor benefits—provides for carbon neutral offsets, compostable flatware, all materials printed on recycled paper & company/recycling of waste
- **Kick-off Event Sponsor:** \$2,000 per city, includes Affiliates Sponsor benefits
*Can also be an in-kind donation
- **Paddle Day Sponsor:** \$2,000 per city, includes Affiliates Sponsor benefits
*Can also be an in-kind donation
- **Volunteer Appreciation Sponsor:** \$500 per city, covers costs for a volunteer meet and greet and orientation/appreciation event for 20 volunteers per city, includes City Sponsor benefits
*Can also be an in-kind donation



EXHIBITOR OVERVIEW

In addition to the exhibit booths available through the above sponsorship packages, Sponsors may also purchase tables a la carte. The Event Exhibit will feature various organizations, priority will be given to organizations that provide services to children with autism as well as outdoor enthusiasts.

Actual number of exhibitors varies by location but usually ranges from 4 to 12.

Exhibitor Benefits

- Tent space (space permitting)
- 6' table, 2 chairs
- Organization name, logo, URL, and listing in written program
- Two Paddle for Autism Awareness registrations (includes exhibit staff)
- Exhibitor listing on Global Autism Project website

Exhibitor Pricing

\$500 20' tent, two tables and four chairs

\$250 10' tent, table and two chairs

\$75 table and two chairs

Event Exhibit: 9:30 AM (set-up) — 4:30 PM (tear down)

Application Deadline: Varies by city

To sign up for the sponsorship package or as an exhibitor, please contact Laryn Stout at 347-546-8770 or at laryn@globalautismproject.org.



LET US KNOW WHAT YOU THINK...

_____ Yes! I'd like to learn more about the Global Autism Project's Paddle for Autism Awareness!

Please call me directly at: _____

Please send me information via email: _____

_____ I am not interested at this time, but keep me on your mailing list!

_____ Sorry, no this is not a good fit with our company's priorities.

Name: _____

Position at company: _____

Please fax this form to 718.228.7431

Attn: Paddle Sponsorships

