



2008-2009 Sponsorship Opportunities

Program Overview

The latest study published by the Centers for Disease Control estimates that every 20 minutes a child is diagnosed with autism. With 1 in 150 children diagnosed with an autism spectrum disorder, this is an epidemic that needs to be addressed immediately. Autism Speaks is uniting the autism community to raise funds for research into finding the causes and effective treatments for autism, while educating the public and raising awareness about the effect it can have on families. Early identification and intervention can have a significant impact in improving the quality of life for all those impacted by autism.

College and university communities are filled with young and inspired individuals looking to make a difference in the world. Autism SpeaksU is an initiative of Autism Speaks focused on engaging the young philanthropists of the world and ultimately connecting college students with the autism community. In 2006, students at Penn State University organized a family walk/run to benefit Autism Speaks. With the hard work of student leadership the event found success and has since grown to become an annual event in Penn State's surrounding town of State College, PA and has raised nearly \$450,000 in just three years of existence, engaging college students and families alike.

During the 2008-2009 school year, Autism Speaks is proud to launch Autism SpeaksU as students at University of California-Davis, University of Maryland-College Park and University of Massachusetts-Amherst respectively will look to build on the success of the Penn State event ultimately uniting college communities across America into a single, powerful voice for the autism community.

Basic Information – Penn State Event

Each April since 2006, the “We Are...Curing Autism Now 5K Race/3K Walk” has taken center stage in downtown State College, PA. With the active support of borough officials, State College Police, local businesses, and university officials, the event has experienced tremendous growth in just three years. Past events have featured the following:

- ❑ Nearly \$450,000 raised since 2006
- ❑ 3,500 participants
- ❑ Media partnership with local media company owning various FM/AM stations providing approximately 600-700 on-air commercials preceding each year's event, on-air promotional interviews, and event production
- ❑ Print media and television exposure

- ❑ 80 downtown lampposts featuring promotional banners in weeks preceding event
- ❑ Live music, mascots/kids characters, food, beverages, raffles
- ❑ Celebrity Emcee and Grand Marshall
- ❑ Preliminary promotional events at local restaurants, bars, and a comedy club
- ❑ Online auction featuring once-in-a-lifetime items including passes to star-studded movie premieres, movie set experiences, sports memorabilia, an opportunity to kick a field goal at Beaver Stadium, and an opportunity to eat dinner with legendary Penn State football coaches
- ❑ Penn State's 2007 event was named Autism Speaks' National Up & Coming Community Event of the Year due in large part to its growth in revenue of \$91,000 in 2006 to \$201,000 in revenue in 2007.

On the Horizon

As noted above, during the 2008-2009 school year, Autism SpeaksU is actively looking to bring major events to college campus communities across America. The 2008-2009 schedule already features four major universities with significantly-sized student populations as well as large surrounding communities:

University of California, Davis – Winter '09 (Date TBD)
Davis, CA

The University of California, Davis is located in Davis, CA and is approximately 15 miles outside of Sacramento and near the Bay Area. The University is recognized for its exceptional students and is known for building and maintaining strong relationships on campus and in the surrounding communities.

Total Student Population (2007): 30,685
U.S. Census Bureau (2003) Population Estimates – Davis, CA: 64,348
Total Est. Student/Community Population: 95,033

www.ucdavis.edu

University of Maryland, College Park – Spring '09 (Date TBD)
College Park, MD

The University of Maryland-College Park is conveniently located in the Washington-Metro Area and is approximately 10 miles from Washington DC and only 31 miles from Baltimore. The University is known for its high-energy, exceptional students and outstanding school spirit surrounding its athletics program.

Total Student Population (2007): 36,014
U.S. Census Bureau (2006) Population Estimates – College Park, MD: 27,410
Total Est. Student/Community Population: 63,424

www.maryland.edu

University of Massachusetts, Amherst – Spring '09 (Date TBD)
Amherst, MA

The University of Massachusetts-Amherst is located in Amherst, MA. The University is part of The Five Colleges Consortium and is located within 10 miles of four other colleges. The University's students and faculty at each of the five universities are heavily connected, thus broadening the University's outreach.

Total Student Population (2006): 25,593

U.S. Census Bureau (2006) Population Estimates – Amherst, MA: 34,049

Total Est. Student/Community Population: 59,642

www.umass.edu

Penn State University, University Park – April 4, 2009
State College, PA

Penn State University-University Park, one of the country's largest universities is known for its exceptional students and school spirit. Penn State's Alumni Association is the nation's largest alumni network. Alumni take an active role in the university's success. The surrounding community of State College is a close-knit college town.

Total Student Population (2007): 43,252

U.S. Census Bureau (2006) Population Estimates – State College, PA: 38,436

Total Est. Student/Community Population: 81,688

www.psu.edu

Autism SpeaksU continues to explore new opportunities for additional opportunities on college campuses across the nation.

Autism SpeaksU - Program Sponsorship Opportunities

Sponsorship opportunities are available at the Autism SpeaksU program-level as well as the individual local event level. For information regarding sponsorships, please contact Andrew Moses at (732) 742-0630 or Adam Dorfman at (610) 637-1162.

The following sponsorships represent Autism SpeaksU program-wide sponsorships and include:

- Presenting Sponsor
- Senior Sponsor
- Junior Sponsor
- Sophomore Sponsor
- Freshman Sponsor

For more information on these Autism SpeaksU program-level sponsorship levels, please see the sponsorship information and benefits discussed below:

Overall benefits/exposure received by supporting Autism SpeaksU

- Outreach to thousands of intelligent and impressionable young adults on college campuses
- In addition to student outreach, events reach out to adults and families in surrounding cities and communities

- ❑ Highly visible event locations
- ❑ Print media geared to all ages and demographics. Campaigns can include but are not limited to print promotion, radio spots, website, signage, radio remotes, banners/posters
- ❑ Prestigious event that can enhance sponsor's image
- ❑ Affiliation with leading autism foundation
- ❑ Our staff and volunteers will coordinate the implementation of the details relating to the events, with limited involvement needed by the sponsor's staff

Program-Level Sponsorship Packages

Presenting Sponsor - \$50,000

- ❑ Placement of company name as presenting sponsor within Autism SpeaksU program overall title
- ❑ Presenting sponsor's recognition on all advertisements and promotions both for the Autism SpeaksU program as well as each individual event within the Autism SpeaksU program
- ❑ 4 hotel rooms for eve of event at all Autism SpeaksU program events
- ❑ Opportunity to address audience at all Autism SpeaksU program events
- ❑ Opportunity to have a tent/table at all Autism SpeaksU program events promoting your company
- ❑ Company signage in prominent location at all Autism SpeaksU program events
- ❑ Recognition on Autism Speaks and all Autism SpeaksU program websites
- ❑ Recognition on all Autism SpeaksU program Press Releases and all Autism SpeaksU program event Press Releases
- ❑ Recognition in all e-mails to potential and current participants
- ❑ Prominent placement on all Autism SpeaksU program event t-shirts
- ❑ Emcee announcements at all Autism SpeaksU program events.
- ❑ Category exclusivity
- ❑ Right of First Refusal for Presenting Sponsorship in 2009-2010 school year

Senior Sponsor - \$25,000

- ❑ Logo placement on all promotional materials
- ❑ Opportunity to have a tent/table at all Autism SpeaksU program events promoting your company
- ❑ 2 hotel rooms for eve of event at all Autism SpeaksU program events
- ❑ Company signage in select locations at all Autism SpeaksU program events
- ❑ Recognition on Autism Speaks and all Autism SpeaksU program websites
- ❑ Recognition on all Autism SpeaksU program event-specific Press Releases
- ❑ Placement on all Autism SpeaksU program event t-shirts
- ❑ Emcee announcements at all Autism SpeaksU program events.

Junior Sponsor - \$15,000

- ❑ Logo placement on all promotional materials
- ❑ Company signage in select locations at all Autism SpeaksU program events
- ❑ 1 hotel room for eve of event at all Autism SpeaksU program events
- ❑ Recognition on Autism Speaks and all Autism SpeaksU program websites
- ❑ Emcee announcements at all Autism SpeaksU program events.

Sophomore Sponsor - \$10,000

- ❑ Company signage in select locations at all Autism SpeaksU program events
- ❑ Recognition on Autism Speaks and all Autism SpeaksU program websites
- ❑ Emcee announcements at all Autism SpeaksU program events.
- ❑ 1 hotel room for eve of event at all Autism SpeaksU program events

Freshman Sponsor - \$5,000

- ❑ Company signage in select locations at all Autism SpeaksU program events
- ❑ Recognition on Autism Speaks and all Autism SpeaksU program websites

About Autism Speaks

Autism Speaks is a 501(c)3 not-for-profit organization that is dedicated to raise funds for research, education, outreach, and awareness of autism. Autism is a genetic disorder that affects 1 in 150 children nationwide. We strive to advance the research and advance science in the goal of curing autism. The Autism SpeaksU program is an initiative of Autism Speaks.

What People Are Saying About Campus Events?

Statement by Curt Warner, Penn State Football 2-time All-American Running Back and member of 1982 Penn State National Championship 11-1 team.

“As a parent of children faced with autism, I am proud to see what students at Penn State are doing to raise funds and increase the visibility of autism around the nation.”

Statement by Steve Jones, Radio Voice of Penn State Athletics & Honorary Chairman/MC

“This is a very important cause. It is going to take passion, hard work, energy, and money to beat it. That is why a fund-raiser like this is very important.”

Statement by Dr. Vicky Triponey, Former Vice President of Student Affairs, Penn State University

“The Cure Autism Now event is an incredible opportunity for students to engage the Penn State and State College communities and raise awareness of this complex developmental disorder. Beta Sigma Beta and Pi Beta Phi have been working tirelessly with their national philanthropy, the Cure Autism Now Foundation, to heighten the visibility of autism and advocate for a cure. Their unwavering commitment and determination to this cause is a fitting example of Penn State students building leadership skills through service. It also highlights Penn State’s ambitious initiative, ‘Greek Pride: A Return to Glory,’ which is reengaging fraternities and sororities in efforts to reflect their core values and in the process, make a positive difference in their communities.”

Statement by Mimi Coppersmith Fredman, CEO, The Barash Group, State College PA

“Young people are truly capable of miracles. The young men and women of Beta Sigma Beta and Pi Beta Phi understand their larger roles in society. I’m blessed to be able to help them in this most worthy endeavor.”

Recent Print Media Featuring Penn State 2008 Event

The Daily Collegian – April 11, 2008

Autism race attempts \$500K

By Heather Schmelzen
COLLEGIAN STAFF WRITER | hrs5029@psu.edu

Beta Sigma Beta's philanthropy has raised \$100,000 this year — and the event hasn't even started.

The third annual "We Are ... Curing Autism Now 5K Race/3K Walk" will start at noon Saturday in front of the State College Municipal Building, 243 S. Allen St.

The event is hosted by Beta Sigma Beta fraternity, Pi Beta Phi sorority and Sigma Delta Tau sorority and benefits the Autism Speaks Foundation.

Dan Otto, Beta Sigma Beta fraternity member, said the event is the "second biggest philanthropy at Penn State."

Scott Horowitz, Beta Sigma Beta fraternity philanthropy chairman, said the event started when Andrew Moses and Adam Dorfman, Beta Sigma Beta fraternity alumni, "had a vision to work with the Autism Speaks Foundation to create a foundation for events on campus to raise money and awareness."

"They hoped it would grow to other campuses," Horowitz (junior-finance) said. "They wanted to help Beta Sig get a philanthropy started up again and get members more involved in the community."

Otto (senior-finance) said \$91,000 was raised during the first year of the event and \$201,000 was raised last year.

Horowitz said the event coordinators hope the event can break the \$500,000 total for money raised within the past three years.

Money is raised through the registration fee to participate in the event, donations solicited by participants and donations made by people who cannot participate in the event. Otto said most of the money is raised through individuals rather than through corporate sponsors.

Otto said \$100,000 had been raised for this year's event, and 950 participants had registered to participate as of Wednesday night.

"It's been an unbelievable event ever since it's inaugural year," Horowitz said. "The amount of money we raised in the first year is unheard of for a single fraternity. We grew it out of nothing, and it has turned into something that is so much bigger."

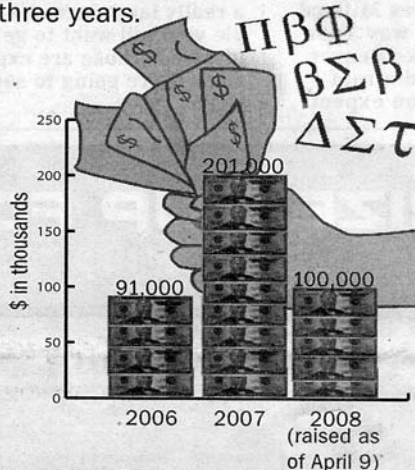
To raise money for the event, Otto said two bar nights were held at Tony's Big Easy, 129 S. Pugh St., and a portion of ticket sales from Wisecrackers Comedy Club on March 28 also went to the event.

Horowitz said there will be three raffles the day of the event, including tickets for Saturday's Carrie Underwood and Keith Urban concert.

There will also be a 50/50 raffle and a raffle

Money Talks

Beta Sigma Beta, Pi Beta Phi, and Sigma Delta Tau have raised more than \$350,000 in the past three years.



Source: www.psuautismspeaks.org

Matt DeHaas/Collegian

If you go

What: We Are ... Curing Autism Now 5K Race/3K Walk

When: Check-in is at 11 a.m. tomorrow, race/walk begins at noon

Where: In front of the Municipal Building, 243 S. Allen St.

Details: Event will take place rain or shine

for a basket of gift certificates to local places, Horowitz said.

There is also a live online eBay auction that can be accessed through the event's Web site, psuautismspeaks.org. The auction will remain open until 10 a.m. on April 18. Items being auctioned off include two tickets for the athletic office luxury suite at Penn State's football game against Indiana University Nov. 15, Horowitz said.

Otto said the major corporate sponsors for the event include Tony's Big Easy, Magnum Broadcasting and The Barash Group.

Otto said people can sign up for the event online or on the day of the event, adding that those signing up the day of the event should arrive at the race site by 11 a.m.

RACING TO CURE AUTISM



CDT photos/Catrina Rawson

Participants run in the third annual We are ... Curing Autism Now 5K Race/3K walk in downtown State College. About 1,500 runners and walkers turned out to raise more than \$110,000 for funds to research and cure autism.

From CDT staff reports

STATE COLLEGE — A record number of runners and walkers turned out under sunny skies Saturday to raise money to cure autism and raised more than \$110,000 before the race even began.

The third annual We are ... Curing Autism Now 5K Race/3K walk that stepped off at noon in front of the State College Municipal Building had about 1,500 participants this year.

"It's a record crowd," said event Chairman Scott Horowitz. "We had 1,100 last year, and it looks like 1,500 this year. This is great."

Last year's event raised \$201,000, and, as of noon Saturday, organizers raised more than \$110,000, Horowitz said. Because they continue taking donations for another three months, Horowitz said he hopes to exceed last year's mark.

Presented by Beta Sigma Beta, Pi Beta Phi and Sigma Delta Tau, the event featured information on autism, raffles, musical performances and an appearance by the Penn State Nittany Lion.

Donations can be made at www.autismspeaks.org/psu.



Runners race through State College to raise funds for finding the causes of and effective treatments and a cure for autism.