



Autism™  
NEW JERSEY



The **AMBASSADOR PROGRAM** has a significant impact on increasing the understanding and acceptance of autism in New Jersey. Help broaden the reach of our ambassadors while aligning your brand with our cornerstone campaign for autism awareness.

**2019 SPONSORSHIP OPPORTUNITIES**

# 2019 Ambassador Program

The Ambassador Program encourages education, compassion, and support for New Jersey's growing autism community. Last April, the Centers for Disease Control and Prevention released a report showing the rate of children identified with autism has risen to 1 in 34 in New Jersey – the highest in the nation.

Ambassadors of all ages engage their communities throughout April, National Autism Awareness Month. This dedicated group is moving past awareness and encouraging others to build communities that embrace and accept individuals and families with autism.

## Sponsor Benefits | All sponsors

- Logo in sponsor section of the Ambassador Kit
- Logo on the Ambassador Program web pages
- Logo/link in campaign-specific E-Blasts (3,000+)
- Logo/link in weekly ambassador update E-Blasts
- Recognition on Ambassador Facebook page
- Recognition on Autism New Jersey Facebook, Twitter, and Instagram

**Multiple sponsors accepted for each category unless otherwise indicated | Additional category-specific benefits listed**

## PROGRAM SPONSOR | \$20,000

Help underwrite the program that appeals to New Jersey's autism community, district-wide school events, businesses, and educators. Show your support while meeting your philanthropic goals by building acceptance for those living with developmental disabilities and their families. Your support will help spread the powerful message that everyone is unique with different abilities and we all deserve to be included in our communities. Your brand will be showcased on our program material and throughout our consistent and strategic social media campaign.

- Logo on back cover and sponsor section of the Ambassador Kit
- Logo and display ad on Ambassador Program web pages
- Logo on Autism New Jersey E-News (10,000+) campaign banner
- Logo on all campaign-specific E-Blast banners
- Name/link in all promotional text
- April Autism New Jersey E-News banner ad
- Autism New Jersey Organization Membership (\$1,000 value)
- Logo on Facebook and Twitter cover images co-branded with Autism Ambassador Program

**1K** Registered ambassadors

**3.3K** Engaged email recipients

**9.3K** Page views December to May

**2K** Social media followers

**185K** Supplies shipped

## Sponsor Benefits | Sponsors \$5,000+

Benefits listed for all sponsors, plus:

- Recognition in teacher resources
- April advertising in Autism New Jersey E-News (10,000+)
- Display ad on Ambassador Program web pages
- Ambassador Incentive Package (Apparel and Gifts)



# Autism Awareness: CHOOSE KINDNESS



## TEACHER RESOURCE SPONSOR | \$7,500

Teacher resources include all the tools needed for an elementary school teacher (K-5) to raise awareness in his/her classroom. Resources include: *Kid's Booklet on Autism*, bookmarks, stickers, tattoos, pencils, classroom decorations, and lesson plans.

- Logo on back cover and sponsor section of the Ambassador Kit
- Logo on *The Kid's Booklet on Autism* and lesson plans
- Logo on Ambassador banner of weekly update E-Blast
- April 2019 Autism New Jersey E-News banner



## KID'S BOOKLET SPONSOR | \$5,000

The *Kid's Booklet on Autism* is packed with age-appropriate information about autism, puzzles, and activities. 12,000 booklets will be printed.

- "Sponsored by" credit on *The Kid's Booklet on Autism* back cover
- April 2019 Autism New Jersey E-News banner



## BOOKMARK SPONSOR | \$3,500

More than 30,000 bookmarks, adorned with artwork from our bookmark contest winner, are distributed via the Ambassador Program. Last year our bookmark contest received more than 1,000 entries from classrooms across the state.

- Logo on bookmarks
- Logo on bookmark contest form



## RACK CARD SPONSOR | \$2,500

Have a presence on our informational rack cards, available for ambassadors to order in bulk. 30,000 rack cards will be distributed at information tables, events, and fundraisers.

- Logo on rack card



## DELIVERY SPONSOR | \$2,000

The number of free supply orders the Ambassador Program fulfills grows each year. Help the program mail more than 750 packages throughout the state.

- Logo on shipping label of each package

## BOOSTER for CHANGE | \$1,000

Underscore your commitment to creating acceptance for NJ's autism community.

## BOOSTER for FRIENDS | \$500

Be a role model. Your donation will set an example by aligning with the Autism Ambassador Program.

## BOOSTER for KINDNESS | \$250

Your donation will show the community that autism awareness is important to you.

**BUSINESS BOOSTERS | CHOOSE** to show your support and promote your business as autism-friendly. Your **DONATION** will help offset the cost of developing awareness supplies to be distributed to schools and communities across the state. Boosters will receive a logo in the Ambassador Kit and social media recognition.



## CHOOSE TO SUPPORT THE AMBASSADOR PROGRAM

Since its inception in 1998, the Ambassador Program has raised critical funds to help Autism New Jersey sustain the important work we do. Through public policy, credible information, and guidance through our 800.4.AUTISM Helpline, we are able to keep caregivers, professionals, and legislators up to date on the needs of the state's autism community. Thank you for your support in connecting New Jersey to autism awareness.

<input type="checkbox"/> Program Sponsor	\$20,000	<input type="checkbox"/> Rack Card Sponsor	\$2,500
<input type="checkbox"/> Teacher Resource Sponsor	\$7,500	<input type="checkbox"/> Delivery Sponsor	\$2,000
<input type="checkbox"/> Kids Booklet Sponsor	\$5,000	<input type="checkbox"/> Business Booster Donation	<input type="checkbox"/> \$250
<input type="checkbox"/> Bookmark Sponsor	\$3,500		<input type="checkbox"/> \$500
<input type="checkbox"/> I'd like to customize a sponsor package to fit my marketing and budget needs.			

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ORGANIZATION NAME

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IF DIFFERENT FROM ABOVE, PLEASE LIST NAME EXACTLY AS YOU WOULD LIKE IT TO APPEAR

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CONTACT PERSON

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PHONE

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EMAIL

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STREET

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CITY

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STATE

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ZIP

As a representative of the above company, I agree to commit my company to participate in the program sponsorship level listed above.

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SIGNATURE

Enclosed is a check for the amount of \$ \_\_\_\_\_

**Mail to:** AA Month Sponsorship, 500 Horizon Drive, Suite 530, Robbinsville, NJ 08691

**Email to:** aamonth@autismnj.org

**Pay with a credit card:** 609.588.8200 x31

**Questions?** Email aamonth@autismnj.org or call 609.588.8200 x31

*All sponsorship is subject to internal review prior to approval and must comply with Autism New Jersey's Position Statement on Treatment Recommendations. Visit [www.autismnj.org](http://www.autismnj.org) for more information.*

