



DRIVEN *By* **DIFFERENCE**

— 7TH ANNUAL DETROIT AUTISM WALK —

SPONSORSHIP & PARTNERSHIP OPPORTUNITIES





IN 2027,

WE ARE INVITING ORGANIZATIONS TO
MOVE BEYOND SPONSORSHIP AND

**BECOME PART OF
THE MOVEMENT.**

The 7th Annual Detroit Autism Walk is more than a one-day event. It is a community platform bringing families, advocates, providers, businesses, and supporters together around **greater access, inclusion, and opportunity.**

**WHY
PARTNER WITH THE
DETROIT AUTISM WALK?**



COMMUNITY CONNECTION

Connect your brand with a major Detroit family and community event.



EXPANDED REACH

Reach families, advocates, service providers, community leaders, and local supporters.



MEANINGFUL ENGAGEMENT

Create a meaningful on-site experience instead of relying only on logo placement.



REAL IMPACT

Support an event designed around accessibility, family participation, and inclusion.



LONGER-TERM RELATIONSHIP

Build a relationship with Autism in Detroit beyond a single sponsorship transaction.



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SPONSORSHIP OPPORTUNITIES

DIFFERENT MINDS.
DIFFERENT STRENGTHS.
ONE COMMUNITY.

PRESENTING SPONSOR

\$25,000

1 AVAILABLE

- ✓ "Presented by" designation for the 7th Annual Detroit Autism Walk
- ✓ Premier logo placement on event branding
- ✓ Logo on official Walk shirts
- ✓ Logo on primary event signage
- ✓ Logo on website/event landing page
- ✓ Recognition across digital marketing
- ✓ Featured social media campaign
- ✓ Sponsor recognition in press/media outreach
- ✓ Speaking opportunity during Walk program
- ✓ Premium 10x10 activation space
- ✓ Opportunity to create a branded family experience
- ✓ 15 complimentary registrations
- ✓ 10 branded Walk shirts
- ✓ Post-event sponsor recognition
- ✓ Opportunity for category exclusivity
- ✓ One year-round community collaboration with Autism in Detroit



**LEAD
THE
MOVEMENT.**

MOVEMENT SPONSOR

\$15,000

- ✓ Prominent logo placement
- ✓ Logo on event website
- ✓ Logo on Walk marketing
- ✓ Logo on select event signage
- ✓ Social media recognition
- ✓ Featured sponsor spotlight
- ✓ Premium activation/vendor space
- ✓ Opportunity to sponsor a Walk experience
- ✓ 10 complimentary registrations
- ✓ 8 branded Walk shirts
- ✓ Verbal recognition during event
- ✓ Post-event recognition



**KEEP
THE
MOVEMENT
GOING.**

DIFFERENCE MAKER

\$10,000

- ✓ Logo on event marketing
- ✓ Logo on event signage
- ✓ Website recognition
- ✓ Social media recognition
- ✓ Sponsor spotlight
- ✓ Vendor/activation space
- ✓ Verbal recognition during Walk
- ✓ 8 complimentary registrations
- ✓ 6 branded Walk shirts
- ✓ Recognition in post-event communications



**TURN
SUPPORT
INTO ACTION.**

COMMUNITY IMPACT SPONSOR

\$5,000

- ✓ Logo on event signage
- ✓ Website recognition
- ✓ Social media recognition
- ✓ Vendor/resource table
- ✓ Verbal recognition
- ✓ 6 Walk registrations
- ✓ 4 branded Walk shirts
- ✓ Sponsor recognition in event materials



**BUILD
A STRONGER
DETROIT.**

COMMUNITY PARTNER

\$2,500

- ✓ Logo on sponsor signage
- ✓ Website recognition
- ✓ Social media recognition
- ✓ Vendor/resource table
- ✓ 4 Walk registrations
- ✓ 2 branded Walk shirts
- ✓ Verbal event recognition



**COMMUNITY
MAKES THE
DIFFERENCE.**

COMMUNITY SUPPORTER

\$1,000

- ✓ Name/logo on supporter signage
- ✓ Website recognition
- ✓ Social media thank-you
- ✓ 2 Walk registrations
- ✓ 2 branded Walk shirts



**BE A PART
OF A MORE
INCLUSIVE
DETROIT.**



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DRIVEN BY DIFFERENCE FOUNDING PARTNER CIRCLE

27 FOUNDING PARTNERS

\$500 FOUNDING CONTRIBUTION

The Founding Partner Circle is not a sponsorship tier. It is an **accessible recognition and partnership opportunity** created in honor of the 7th Annual Detroit Autism Walk.

The goal is to welcome 27 businesses, organizations, community groups, nonprofits, and individual supporters into the inaugural 2027 Founding Partner Circle.



FOUNDING PARTNER BENEFITS

- ★ Official 2027 Driven by Difference Founding Partner designation
- 🏆 Digital Founding Partner badge
- 👥 Name/logo on dedicated Founding Partner recognition
- 🌐 Website recognition
- 📢 Founding Partner social media recognition
- 📅 Recognition at the 7th Annual Detroit Autism Walk
- 📄 2 Walk registrations
- 👕 2 Walk shirts
- 📈 Early access to 2028 sponsorship opportunities
- 🤝 Invitation to a Founding Partner appreciation opportunity

HOW FOUNDING PARTNER STATUS WORKS

A \$500 contribution is the accessible standalone pathway into the Founding Partner Circle.

Organizations that purchase a larger sponsorship package may also be invited to receive Founding Partner recognition, subject to the availability of the 27 founding spots.

Founding Partner status should be positioned as an additional recognition opportunity—not an additional required fee for major sponsors.

ONLY 27 FOUNDING SPOTS AVAILABLE.



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SIGNATURE EVENT SPONSORSHIPS

Signature sponsorships allow organizations to take ownership of a **specific, visible part of the Walk experience** rather than purchasing only a general sponsorship.

OPPORTUNITY	INVESTMENT	CORE RECOGNITION / IMPACT
 RESOURCE FAIR SPONSOR	\$5,000	Naming recognition for the family resource experience; premium placement; logo on Resource Fair signage; website and social recognition; vendor space; 4 shirts; 4 registrations; verbal recognition.
 FAMILY ACCESS SPONSOR	\$5,000	Supports accessibility, sensory accommodations, family resources, and inclusive participation; includes prominent recognition tied to access and inclusion.
 COMMUNITY STAGE SPONSOR	\$5,000	Branded recognition around the community stage/program area, event recognition; website/social visibility; activation opportunity; registrations and shirts.
 SENSORY EXPERIENCE SPONSOR	\$2,500	Branded sensory-friendly area; logo signage; website and social recognition; vendor table; 2 shirts; verbal recognition.
 KIDS ACTIVITY SPONSOR	\$2,500	"Kids Zone presented by..." recognition; branded signage; event-material visibility; social recognition; vendor table; 2 shirts; 2 registrations.
 HYDRATION SPONSOR	\$2,500	"Hydration Station presented by..." recognition; high-visibility on-site signage; website/social recognition and event recognition.
 VOLUNTEER SPONSOR	\$2,500	Recognition connected to the volunteer team and event operations; logo placement on volunteer materials/signage; event and digital recognition.
 WELLNESS SPONSOR	\$2,500	Recognition connected to wellness and family support at the Walk; signage, digital recognition and on-site presence.

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