



**ausm**<sup>®</sup>  
autism society of minnesota

# PREMIER PARTNERSHIPS

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Reach the Minnesota autism community  
through events, classes, advertising, and more

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## Contact

Phone 651.647.2083  
Website [www.ausm.org](http://www.ausm.org)  
Email [events@ausm.org](mailto:events@ausm.org)  
Address 2380 Wycliff St. #102, St. Paul, MN 55114

The mission of the Autism Society of Minnesota (AuSM) is to create connections, empowering everyone in the autism community with the resources needed to live fully. AuSM seeks to enhance the lives of all who are part of the Minnesota autism community, with a fundamental commitment to advocacy, education, support, collaboration, and community building.

The Autism Society of Minnesota (AuSM) Premier Partnerships are sponsorship opportunities that are ideal for organizations interested in supporting and reaching Minnesota's autism community.

With a prevalence rate of 1 in 34 and a population of more than 5 million people, Minnesota is estimated to have more than 150,000 autistic people. AuSM is uniquely positioned to serve them, their loved ones, and their networks. Millions of dollars are spent every year in professional industries serving the autism community including schools, therapy programs, support services, specialized products, and more.

**Premier Partnerships** include a wide range of promotional opportunities:

- Sponsorship of events, local gatherings, online gatherings, and signature programs.
- Exhibitor space at events.
- Co-branded swag at events.
- Print advertisements in direct mail program catalogs and brochures reaching more than 5,000 targeted households.
- Digital advertisements in email campaigns reaching more than 8,000 targeted subscribers.





# ADVERTISING

You are a part of the Minnesota autism community. Reach the audience you care about the most while supporting the mission of the Autism Society of Minnesota by advertising in print or electronically. Whether in our catalogs, on our website, via social media, or through our e-newsletter, your message will reach thousands of Minnesotans who want to hear about your services and resources.

All of our partnership options include print advertising, sponsorships of the AuSM Connections e-newsletter, and social media ads. You can get even more visibility by partnering at a higher level!

## Digital Advertising

### The AuSM Connections E-Newsletter

Sent to more than 7,000 opt-in contacts on the 1st and 15th of each month, AuSM's e-newsletter offers the perfect outlet for consistent and time-sensitive messages.

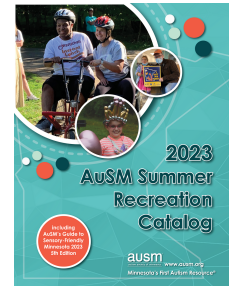
### Social Media Advertising

Your message will be shared with AuSM's 13,000 followers on Facebook and 1,000 followers on Instagram in a custom post created together.

### Website Feature

With approximately 8,000 average users, AuSM's website is a hub for information and connection. Your ad will be displayed on the homepage for a full month.

## Printed Pieces



**2024 AuSM Summer  
Recreation Catalog**  
Mailed: 4,500+ January 2024



**Minnesota Autism  
Conference Program**  
Distribution: 400+ conference  
participants April 17-19



**2024-2025 AuSM  
Education Catalog**  
Mailed: 4,500+ August 2024

# 2024 EVENT SCHEDULE



## April 17-19: 2024 Minnesota Autism Conference

The Minnesota Autism Conference brings together over 400 members of the Minnesota autism community for three days of networking and learning from high-caliber speakers, gathering information from key autism exhibitors, and visiting the AuSM Shop.

*Location : Hilton Doubletree Minneapolis Airport*



## May 19: Steps for Autism in Minnesota

Steps for Autism in Minnesota is not a traditional charitable walk: it's all about supporting our community and connecting people with services, supports, and each other. The centerpiece of this event is a huge autism resource fair that our community loves.

*Location : ROC at the St. Louis Park Rec Center*



## September 28: AuSM Jigsaw Puzzle Competition

The 7th annual AuSM Jigsaw Puzzle Competition gives teams of up to four, located anywhere in the U.S., the opportunity to put their jigsaw puzzling passion to the test by competing for the fastest puzzle completion time. Reach the full Mall of America audience!

*Location : Mall of America Huntington Bank Rotunda and virtually*



## November: Autistic Community Summit

Created and curated by people with autism and for people with autism, the purpose of the Autistic Community Summit is to provide a space for community building and sharing the knowledge and perspectives of Minnesota's autistic community.

*Location : TBD*



# PREMIER PARTNERSHIP TIERS

	Bronze	Silver	Gold	Platinum
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<b>Event Sponsorships</b> All Event Sponsorships also include an exhibit booth at the event.	<b>\$4,999 annually</b>	<b>\$9,999 annually</b>	<b>\$14,999 annually</b>	<b>\$19,999 annually</b>
Minnesota Autism Conference	Bronze	Silver	Gold	Platinum
Steps for Autism	Bronze	Silver	Gold	Platinum
Autistic Community Summit	Bronze	Silver	Gold	Platinum
Puzzle Competition	Bronze	Silver	Gold	Platinum

<b>Program Sponsorships</b>	Program sponsors are recognized online, in emails, and in-person at AuSM programming.			
AuSM Workshops	✓	✓	✓	✓
Support Groups		✓	✓	✓
Understanding ASD			✓	✓
Adult Coffee Club				✓

<b>Advertising</b>	Partner at a higher level to be featured more in our social media and through our e-newsletter.			
Print Ads in Summer Activities Catalog, Fall Activities Catalog, and Minnesota Autism Conference Program	Half Page	Half Page	Full Page	Full Page, Prime Placement
Listed on Website	✓	✓	✓	✓
Social Media Ads	1	2	3	4
Email Newsletter Sponsorships	2	4	6	8
Article in Newsletter				✓

<b>Branded Swag</b>	Provide your own branded bags for events, or be listed on AuSM shirts!			
Logo on Camp T-Shirts	✓	✓	✓	✓
Steps for Autism Bags		✓		
Minnesota Autism Conference Bags			✓	
Puzzle Competition Bags				✓



## ADD A BOOST!

For a \$1,000 fee, Premier Partners can “boost” their promotional opportunities by selecting an item outside their current partnership tier. Interested in sponsoring one event at a higher level? You can boost it! Want a larger ad than your current tier? Boost it! Renewing Premium partners get a free boost each year. If you have an idea for a boost, you can always pitch us and we’ll let you know. Think custom swag, extra visibility, or a special shout out.

## ONE OF A KIND BOOSTS

To help you stand out, we’ve created some unique boosts that are only available to one Premier Partner: first come, first served! Your business will be the only name on these opportunities.



### Flash Dash

Each year at Steps for Autism, we mark the finish line for our Flash Dash with a beautiful balloon arch. Sponsor this arch and you’ll have a sign with your company’s logo, plus you’ll get your logo on the Flash Dash medals and in all materials about the short run.



### Ad Prime Placement

Want your advertisement to stand out? You can boost from a full page ad to a full page with **prime placement**. That means your ad will be on the inside front or back cover of the piece. This boost covers all three printed pieces.



### Presenting Sponsor

Take your sponsorship to the highest level! If you’re already a platinum sponsor for an event, you can boost to become the presenting sponsor. Your name will be included any time we mention the event. Picture it: “AuSM Event, presented by You.” Boost covers a single event.



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## BECOME A PARTNER

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Reach out to Kelly Ulrick at [kulrick@ausm.org](mailto:kulrick@ausm.org) to learn more about becoming a Premier Partner! We're happy to work with you to find the package that works the best for your needs, or to create an individualized package just for you. Payment plans are available.

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