



**Autism
Society**

PREMIER PARTNERSHIPS

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

Contact

Phone 651.647.2083

Website www.ausm.org

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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 Partnership is your opportunity to make a meaningful impact while connecting your brand to one of Minnesota's largest and most engaged communities.

With a prevalence of 1 in 28 Minnesotans, more than 150,000 autistic individuals — and countless family members, educators, and professionals — are actively seeking autism-informed programs, services, and products. This community represents millions of dollars in annual spending across healthcare, education, therapy, recreation, assistive technology, and more.

As Minnesota's leading autism organization, AuSM is uniquely positioned to help you reach this highly targeted and loyal audience while demonstrating your organization's commitment to inclusion and accessibility.

Premier Partnerships include exclusive, high-visibility promotional opportunities, such as:

- Sponsorship of in-person and virtual events, local gatherings, and signature programs attended by families, professionals, and self-advocates.
- Exhibitor space at major events to showcase your services directly to attendees.
- Unique sponsorship opportunities customized to highlight your brand in meaningful ways.
- Print advertisements in AuSM program guides mailed directly to 4,500+ engaged households.
- Digital ads in AuSM's email campaigns sent to 6,400+ targeted subscribers.
- A spotlight on AuSM's website, which attracts over 117,000 users annually seeking trusted autism resources.

By becoming a Premier Partner, you'll reach a large, diverse, and growing community — and position your organization as a leader in supporting and serving autistic individuals and their networks.



PREMIER PARTNERSHIP TIERS

	Bronze	Silver	Gold	Platinum
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Event Sponsorships

All Event Sponsorships also include an exhibit booth at the event.

\$4,999
annually

\$9,999
annually

\$14,999
annually

\$19,999
annually

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

Program Sponsorships

Program sponsors are recognized online, in emails, and in-person at AuSM programming.

AuSM Workshops	✓	✓	✓	✓
Support Groups		✓	✓	✓
Understanding ASD			✓	✓
Adult Coffee Club				✓

Advertising

Partner at a higher level to be featured more in our social media and through our e-newsletter.

Print Ads in Summer Activities Guide, Fall Activities Guide, 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				✓

Branded Merch

Logo on Camp T-Shirts	✓	✓	✓	✓
Include Your Merch in Conference Bags		✓	✓	✓
Include Your Merch in Steps for Autism Bags			✓	✓
Include Your Merch in Puzzle Competition Bags				✓

ADVERTISING

Your partnership includes a powerful mix of advertising opportunities across AuSM's trusted platforms:

- **AuSM Connections E-Newsletter**
 - Delivered to more than 6,500 opt-in subscribers on the 1st and 15th of every month, this e-newsletter is the perfect outlet for consistent and time-sensitive messages to an engaged audience.
- **Social Media Advertising**
 - Reach AuSM's 13,000 Facebook followers and 1,500 Instagram followers through a custom post created with you, ensuring your message resonates and stands out.
- **Website Feature**
 - With an average of 117,000 annual users, AuSM's website is a trusted hub for information and connection. Your ad will be featured prominently on the homepage for an entire month.
- **Print Advertising**
 - Your ad will also appear in AuSM's printed program catalogs and brochures, mailed to over 5,000 targeted households.

All Premier Partnership levels include a robust package of advertising opportunities — and the higher your partnership level, the greater your visibility.

Included Value:

- Full-page print ad: \$999 value
- Half-page print ad: \$799 value
- E-newsletter: \$249 value
- Social media ad: \$499 value

Partnering with AuSM ensures your brand is seen, trusted, and remembered throughout Minnesota's autism community.

Printed Pieces



**2026 AuSM Summer
Recreation Catalog**
Mailed: 5,000+ January 2026



**Minnesota Autism
Conference Program**
**Distribution: 500+ conference
participants April 2026**



**2026-2027 AuSM
Education Catalog**
Mailed: 5,000+ August 2026

2026 EVENT SCHEDULE



April 14-16: 2026 Minnesota Autism Conference

The Minnesota Autism Conference brings together over 450 members of the Minnesota autism community for two days of networking and learning from high-caliber speakers, gathering information from key autism exhibitors, and building community.

Location : Hilton Doubletree Minneapolis Airport



May 17, 2026: 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 26, 2026: AuSM Jigsaw Puzzle Competition

The 9th 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 7, 2026: 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

ADD A BOOST!

Premier Partners can amplify their reach with a Boost — for just \$1,000, you can add a promotional opportunity outside your current partnership tier. Want to sponsor an event at a higher level? Boost it! Prefer a larger ad than your package includes? Boost it! Returning Premier Partners even receive one free Boost each year as a thank-you for your continued support.

Have another idea? We love creative Boosts — whether it's custom swag, extra visibility, or a special shout-out, just pitch it to us and we'll make it happen whenever possible.

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.



Participant Bags

Choose one event from the Minnesota Autism Conference, Steps for Autism, and the AuSM Puzzle Competition and provide your own branded bags that will be given to every participant. An amazing opportunity to share a take-home item.



Branded Waterbottles

Provide waterbottles with your logo to all participants at Steps for Autism. This item will be seen throughout the community for years to come. Have AuSM create your branded bottles for an additional \$1,000.

LET'S MAKE AN IMPACT TOGETHER

As an AuSM Premier Partner, you can do more than sponsor — you can shape the conversation. We collaborate with our partners to offer educational workshops, develop valuable print and digital resources, and share your story through media connections. Have an idea? Let's bring it to life!

READY TO PARTNER?

Join us in supporting and connecting with Minnesota's vibrant autism community while showcasing your brand to thousands of engaged families, professionals, and self-advocates.

Contact Kelly Ulrick today at kulrick@ausm.org to start the conversation. We'll help you choose the perfect package — or create a custom partnership that fits your goals. Flexible payment plans are available.

The autism community is ready to hear from you. Let's build something meaningful together!

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