



Autism  
Society

# PREMIER PARTNERSHIPS

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Reach Minnesota's autism community through events, education, advertising, and year-round engagement.

AuSM Premier Partnerships offer organizations a powerful way to connect with Minnesota's autism community while supporting programs that create access, understanding, and belonging across the lifespan.

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## Contact

Phone 651.647.1083

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

# WHAT IS A PREMIER PARTNERSHIP?

## A Year-Round Partnership with Purpose

An Autism Society of Minnesota Premier Partnership is your opportunity to make a meaningful impact while building trusted visibility with one of Minnesota's most engaged communities. With 1 in 28 Minnesotans identified as autistic, more than 150,000 autistic individuals—along with families, educators, and professionals—are actively seeking autism-informed services, programs, and resources. This represents a large, loyal audience with significant decision-making power across healthcare, education, therapy, recreation, and assistive technology.

As Minnesota's leading autism organization, AuSM is uniquely positioned to connect your organization with this community in ways that are credible, visible, and values-aligned.

## What Makes Premier Partnerships Different

Premier Partners receive exclusive, high-visibility opportunities across multiple touchpoints, including:

- Sponsorship of in-person and virtual events attended by families, professionals, and self-advocates
- Exhibitor space at major community gatherings
- Program sponsorships that support workshops, support groups, and educational offerings
- Print advertising in AuSM program guides mailed to 5,000+ households
- Digital advertising through AuSM's e-newsletter and social media platforms
- Website visibility on ausm.org, visited by more than 117,000 users annually

Together, these elements ensure your brand is not only seen—but recognized and trusted.

## ABOUT AUSM

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.



# PREMIER PARTNERSHIP TIERS

	Bronze	Silver	Gold	Platinum
<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	Choose 2 workshops	Choose 2 bundles	Choose 2 bundles	All 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 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
<b>Branded Merch</b>				
Insert in Summit Bags	✓	✓	✓	✓
Insert in Puzzle Competition Bags	✓	✓	✓	✓
Insert in Steps for Autism Bags	✓	✓	✓	✓
Logo on Camp Shirts		✓	✓	✓
Community Events Resource Fair Tables	Choose 1	Choose 1	Both events	Both events



# ADVERTISING

## Seen. Trusted. Remembered.

Every Premier Partnership includes a robust mix of advertising opportunities across AuSM's most 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.

As partnership levels increase, so does your visibility—including larger ads, prime placement, and additional impressions.

### Included Value:

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

## Printed Pieces



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



**Minnesota Autism  
Conference Program**  
**Distribution: 250+ conference  
participants April 2026**



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

# 2026 EVENT SCHEDULE



## January 24, 2026: Family Fun Day

We're inviting our community for a day of play, connection, and joy in a judgment-free environment. We'll take over this sensory-safe indoor gym with play, a resource fair, snacks, and community.

*Location: We Rock the Spectrum Eagan*



## April 15-16: 2026 Minnesota Autism Conference

For 31 years, the Minnesota Autism Conference has brought caregivers, educators, service providers, therapists, autistic adults, and families together for deep learning and community connection. This year, we're adapting for long-term sustainability by shifting to a virtual two-day format—making high-quality autism education more accessible for all.

*Location: Held virtually*



## May 17: 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*



## July: AuSM Family Picnic

We're bringing together our whole community for an inclusive, fun day at the park. This judgment-free zone is a place for families to relax while finding resources and supports at our autism resource fair.

*Location: TBD*



## October 3: 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: 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*

# COMMUNITY EVENTS

## Face-to-Face Connection That Builds Trust

AuSM community events—like Family Fun Day and the AuSM Family Picnic—offer relaxed, family-centered environments where sponsors can connect directly with community members.

**All Premier Partnerships include a resource table at one or both community events, providing:**

- In-person conversations
- Resource sharing
- Relationship-building with families and caregivers

These moments are often where trust begins.

## 2026 COMMUNITY EVENTS

### Family Fun Day at We Rock the Spectrum: \$149 value

**January 24, 2026**

**Location: We Rock the Spectrum Eagan**

Includes:

- Exhibit booth / resource table
- Name on event website
- Name on sponsor signage

### AuSM Family Picnic: \$149 value

**Date and location tbd**

Includes:

- Exhibit booth / resource table
- Name and link on event website
- Name on sponsor signage
- Recognition in pre-event email promotion



# AUSM WORKSHOPS

## Reach Engaged Audiences All Year Long

AuSM's workshops are one of the most trusted autism education resources in Minnesota. In 2026, we'll offer 11 virtual workshops, each drawing participants actively seeking services and support.

Premier Partners receive workshop sponsorships aligned with their tier, including:

- Individual workshops or curated bundles
- Year-long visibility across multiple audiences
- Recognition before, during, and after each session

**This is one of the most effective ways to build repeated brand recognition.**

### Single Workshop: \$299 value

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### Series of 4 Workshops: \$899 value

You'll get a curated bundle of four AuSM workshops and extend your reach with a consistent, highly engaged audience.

#### Our 2026 bundles:

- Inclusive Education & Systems: for education companies, ed-tech, and school-based providers
  - Reach educators, caregivers, and professionals.
  - Topics: Inclusive classrooms, science of autism, high-needs support, waiver usage.
- Families & Caregivers Support: for pediatric providers and family-focused organizations
  - Connect with parents and caregivers of autistic children.
  - Topics: Neurodiversity-affirming parenting, education supports, consent & boundaries.
- Adult Services & Daily Living: for direct support, housing, and employment providers
  - Reach autistic adults and support professionals.
  - Topics: Accessible homes, waiver usage, employment & accommodations.
- Mental Health & Wellbeing: for therapists and mental health providers
  - Engage autistic adults and families seeking affirming care.
  - Topics: Masking, autism & PTSD, burnout, boundaries & consent.

### All 11 2026 Workshops: \$2499 value

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Reach every audience we serve — families, educators, autistic adults, DSPs, clinicians, and more — throughout the full year. Ideal for organizations seeking maximum brand presence and statewide impact with repeated visibility throughout the year.

**Visit AuSM's website to view all 2026 workshop offerings.**

#### **All sponsorships include:**

- Logo and link on the workshop webpage
- Recognition in all pre-workshop emails
- Verbal recognition during the live workshop introduction and thank you
- Inclusion in related social media promotions
- Admission for two to each sponsored workshop

# 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 Autistic Community Summit, 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 help shape the conversation around autism in Minnesota.

We collaborate with our partners to:

- Highlight services in meaningful, community-aligned ways
- Develop educational resources
- Share stories through trusted AuSM channels

Have an idea? Let's build it together.

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## READY TO PARTNER?

Contact Kelly Ulrick today at [kulrick@ausm.org](mailto: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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