



PRESENTED BY



Helping Here.

**2024
SPONSORSHIP
OPPORTUNITIES**

APRIL 6, 2024



PROVIDING HOPE AND HEALTH
FOR OVER 40 YEARS

A WALK. WITH PURPOSE.

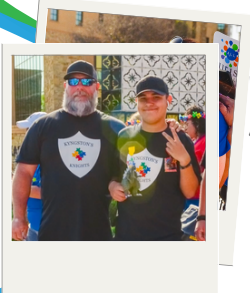


One in 36 children nationwide are diagnosed with autism.

In Comal and surrounding counties, over 30,000 individuals are living with autism. That means that you or someone you know has a close connection to a child or individual who lives with autism and whose daily lives are challenged by this diagnosis.

New Braunfels had their first Walk for Autism in 2019 and this event has become a critical part of increasing services provided to families raising children with Autism. The incredible involvement of NBISD, CISD, the McKenna Center, and our other community partners has allowed for Any Baby Can-NB to provide services and supports for families raising individuals on the spectrum. All proceeds stay local to fund critical, one-of-a-kind programs at Any Baby Can-New Braunfels.

April is National Autism Awareness Month. The New Braunfels Walk for Autism will be held **Saturday, April 6, 2024**. We hope you'll join us to Walk, Grow, and Support.



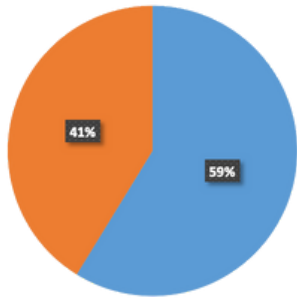
"SINCE I HAVE AUTISM, I THOUGHT I WAS DIFFERENT. ANY BABY CAN HAS SHOWN ME THAT I'M NOT DIFFERENT, **WE'RE ALL THE SAME.**"

KYNGSTON, NEW BRAUNFELS WALK FOR AUTISM PARTICIPANT, AGE 15
DESIGNER OF THE NEW BRAUNFELS WALK FOR AUTISM LOGO

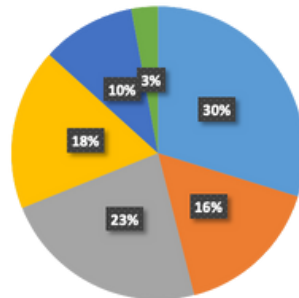


OUR AUDIENCE.

DEMOGRAPHIC BREAKDOWN OF EVENT ATTENDEES



● Female, 59%
● Male, 41%



● <18, ● 40-49
● 18-29 ● 50-64
● 30-39 ● 65+

OUR FOLLOWERS/WEEKLY EMAIL SUBSCRIBERS



12,592



2,339



1,839



18,221

Average monthly individual reach during event month = ~25,000
Average impressions during event month = ~75,000

A WALK WORTH TALKING ABOUT: FEATURED IN

My Canyon Lake
New Braunfels Nightlife Podcast

New Braunfels Herald-Zeitung

2024 NB Walk for Autism

anybabycansa.org



SHOW YOUR SUPPORT.

PRESENTING SPONSORSHIP

\$15,000

- Name/Logo included in event logo lockup. Branded logo will be used on all pre-event and event:
 - Signage, including prominent Placement on stage
 - Print Collateral
 - Digital Collateral (website, social posts, newsletters, ect)
 - Logo on Walk T-Shirt
- Presenting sponsorship included in press release and media inquiries
- Two dedicated, partnered social media posts
- 12x24 tented activation space at the event
- On-stage recognition at event
- 10 VIP parking and VIP area passes day of event

SOLD



2024 NB Walk for Autism

anybabycansa.org



KYNGSTON'S KORNER- VIP VILLAGE



\$6,000

Named for Kyngston Carlson and the impact Kyngston's Knights have had in the New Braunfels Community.

- The VIP Village area celebrates top fundraisers who fundraise \$1k or more. Participants enjoy an exclusive experience with breakfast, activities, and more!

"YOUR NAME HERE" RESOURCE AREA

\$6,000

New Braunfels Community local Nonprofits, businesses, medical providers, and supports for families who are raising a child with special health care need.

- Naming rights with logo displayed prominently at resource area
- Logo on all event t-shirts
- Linked logo all weekly newsletter e-blasts and website
- One dedicated, partnered social media post
- 10x20 tented activation space prominently placed in your named area
- Opportunity to place branded collateral in all swag bags
- 5 VIP parking and VIP area passes day of event

KINDER PLAYGROUND

\$6,000

Play area for all ages and abilities!

- Naming rights with logo displayed prominently at Kinder Playground event area
- Logo on all event t-shirts
- Linked logo all weekly newsletter e-blasts and website
- One dedicated, partnered social media post
- 10x20 tented activation space prominently placed in your named area
- Opportunity to place branded collateral in all swag bags
- 5 VIP parking and VIP area passes day of event

SHOW YOUR SUPPORT.

ADDITIONAL OPPORTUNITIES

GOLD SPONSOR: \$5,000 - MULTIPLE AVAILABLE

- Four, 6ft tables in Resource Area
- 10X20 premiere activation space at the event
- Logo on all event t-shirts
- Logo on website
- Tagged "thank you" social media post, post-event
- Opportunity to place branded collateral in all swag bags
- 4 VIP parking and VIP area passes day of event

SILVER SPONSOR: \$3,000 - MULTIPLE AVAILABLE

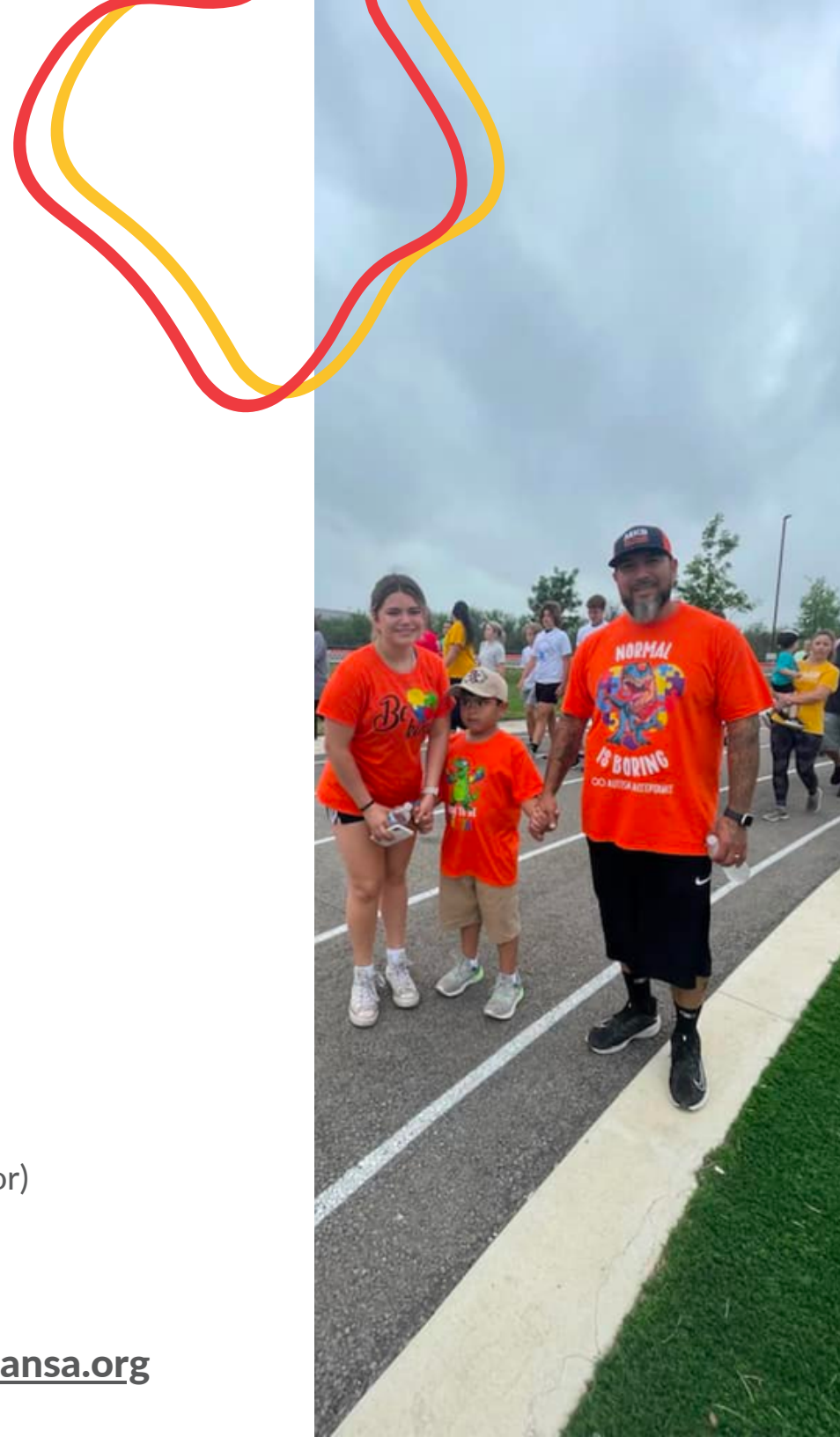
- Two, 6ft table in Resource Area
- 10X10 tented activation space at the event
- Logo on all event t-shirts
- Logo on website
- Tagged "thank you" social media post, post-event
- Opportunity to place branded collateral in all swag bags
- 2 VIP parking and VIP area passes day of event

BRONZE SPONSOR: \$1,500 - MULTIPLE AVAILABLE

- 6ft table in Resource Area (tent to be provided by Sponsor)
- Linked logo on website
- Tagged "thank you" social media post, post-event

2024 NB Walk for Autism

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THANK YOU FOR SUPPORTING OUR MISSION!

PLEASE SEND YOUR SPONSORSHIP REQUEST TO:
MEGAN SPARKS, NEW BRAUNFELS DEVELOPMENT MANAGER
MSPARKS@ABCSA.ORG
(210) 227-0170 Ext 3001

BE SURE TO INCLUDE:
DESIRED SPONSORSHIP LEVEL, HI-RES LOGO FILE, AND
APPROPRIATE WEBSITE LINK AND SOCIAL MEDIA HANDLES



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