Partnership and Sponsorship Opportunities

Autism Alliance of Michigan Annual Gala

Event Details: April 20, 2013 at DTE Energy® Headquarters
One Energy Plaza Detroit, MI 48226
Honorary Co-Chairs: Governor Rick Snyder and Michigan’s First Lady Sue Snyder

An array of marketing opportunities await you at the 2013 Michigan Shines for Autism Gala.

By taking advantage of these offerings you can:

Build and reinforce name recognition for your company and your products among 400 event attendees and more than 2,000 professionals and families touched by autism.

Demonstrate your support for the autism community and commitment to the Autism Alliance of Michigan’s promise to improve service delivery for individuals affected by autism and their families.

Enhance your visibility beyond the event to achieve maximum exposure.

NEW — Special Recognition Opportunities

All the benefits of Platinum Sponsorship plus:

- **Centerpieces for 40-50 tables:** $20,000+ – Your logo and product or service advertisement. The design will be built around your needs and goals. $20,000 for a single sponsor.

- **Gift Bag:** $20,000+ – Name and logo with AAOM’s logo on the bag and signage at bag table.

- **Entertainment:** $20,000+ – A theatre performance about autism by children and young adults with autism spectrum disorder. Featured as the entertainment sponsor in program, live announcement, and banner held by children.

- **Entertainment – Live Band for After-Dinner dancing:** Featured as the entertainment sponsor in program, live announcement, and signage.

  Contact Lisa Johnstone: 248.436.5618 or Lisa.Johnstone@aaomi.org with questions.

Money raised from the Michigan Shines for Autism Gala stays directly in Michigan communities and provides resources and training to help families and our communities get the whole picture when it comes to autism.

Premier Partnership & Sparkling Sponsorship Packages

- **Premier Partnership:** $50,000+ customized sponsorship package See page 2.
- **Diamond:** $25,000
- **Platinum:** $15,000
- **Gold:** $10,000
- **Silver:** $5,000
- **Bronze:** $2,500
- **Crystal:** $1,000
- **Supporting:** $500
- **Friend:** Other financial or in-kind donation

The Autism Alliance of Michigan (AAOM) helps ensure educators, local law enforcement, and treatment specialists have the most updated tools, training, and resources to create a safe, educational, and accessible community for individuals with autism and their families.
**Become a Partner or Sponsor!**  

**Opportunities and Benefits**  
*Autism Alliance of Michigan Annual Gala—April 20, 2013*

### Premier Partnership $50,000
- Demonstrate your year-round commitment to AAOM and individuals and families touched by autism. Exclusive gala sponsorship benefits and **Year-long customized marketing opportunities** including but not limited to recognition on website and all publications. Consultation, workshop and training benefits also included. **Call for details!**
  - Pre-Gala Cocktails with Lt. Governor Brian Calley
  - Logo/Company name on invitations, four (4) hanging gala banners, and video played at event
  - Company acknowledged during Gala program
  - Complimentary Gala Tickets—Sixteen (16); Two full tables of 8
  - Company featured in 4 monthly newsletters and 12 months on AAOM website
  - Marketing pieces (up to 4) in gift bags
  - Advertisements in Gala program book—up to 2 full-pages

### Gold Sponsor $10,000
- Company name on invitations, signage, and video played at event
- Complimentary Gala Tickets—Six (6)
- Company logo/name in monthly newsletter and on AAOM website
- Marketing piece in gift bags
- Ad in Gala program book—1 /4 page

### Silver Sponsor $5,000
- Company name on invitations and video played at event
- Complimentary Gala Tickets—Four (4)
- Company logo/name in monthly newsletter and on AAOM website
- Listing in Gala program book

### Bronze Sponsor $2,500
- Company name on video played at event
- Complimentary Gala Tickets – Two (2)
- Company name listed in monthly newsletter and on AAOM website
- Listing in Gala program book

### Crystal Sponsor $1,000
- Company name on video played at event
- Company name listed on AAOM website
- Listing in Gala program book

### Supporting Sponsor $500
- Company name listed on AAOM website
- Listing in Gala program book

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Contact Lisa Johnstone at 248.436.5618 or Lisa.Johnstone@aaomi.org with questions.
Secure your sponsorship today! Don’t miss this chance to showcase your company. Review the benefits and complete this form. Interested in additional or different benefits? The Autism Alliance of Michigan (AAOM) will work with each sponsor to create a sponsorship package to fit the needs of the sponsoring organization. Contact Lisa Johnstone at AAOM for more information and to secure your sponsorship. **Return by January 31, 2013** to ensure you are listed on the Gala invitation.

Phone: 248-436-5618  Fax: 248.474.4584
email: Lisa.Johnstone@aaomi.org
Address: PO Box 532558, Livonia, MI 48153

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### Partnership/Sponsorship Commitment Form

After reviewing AAOM’s packages for the 2013 Michigan Shines for Autism Gala and Premier Partnerships, we would like to express our commitment to support this effort.

- Premier Partnership $50,000+
- Diamond Sponsor
- $25,000
- Platinum “Special” Sponsor
- $20,000 Centerpieces
- $20,000 Gift Bags
- $20,000 Theatre Performance
- $20,000 Live Band
- Platinum Sponsor
- $15,000
- Gold Sponsor
- $10,000
- Silver Sponsor
- $5,000
- Bronze Sponsor
- $2,500
- Crystal Sponsor
- $1,000
- Supporting Sponsor
- $500
- **Friend** Other financial or in-kind donation
  
  $ ____________________________

Thank you for supporting the Autism Alliance of Michigan!

The Autism Alliance of Michigan is a 501(c)3 non-profit organization. Tax ID 27-0472137

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### 1. General Information

*contact ________________________________*
*company ________________________________*
*address________________________________*
*state zip/postal code______________________*
*phone (______) __________________*
*fax (______) __________________*
*email ____________________________________*

Contact information for advertisement and/or banner artwork if different from above:

*name ________________________________*
*email ____________________________________*

### 2. Payment Information

- Payment Enclosed (checks payable to AAOM)
- VISA □  Mastercard □  American Express
- □  Bill me

If paying by credit card, please call 248-436-5618 or fax card information to 248-474-4584.