



**AUTISM ALLIANCE
OF MICHIGAN**

**Saturday
September**

**20
2025**

Detroit Zoo

PRESENTED BY **DTE** Foundation

AUTISM HERO WALK: DETROIT



EVERY HERO NEEDS A TEAM--JOIN OURS FOR THE AUTISM HERO WALK!
WE CAN'T DO THIS WITHOUT YOU! YOU'RE INVITED TO PARTNER WITH AUTISM ALLIANCE OF MICHIGAN AS A SPONSOR OF THE 2025 AUTISM HERO WALK. YOU WILL HAVE THE OPPORTUNITY TO HOST AND SPONSOR ONE OF OUR INCREDIBLE EVENT FEATURES THAT WELCOMES OVER 4,500 ATTENDEES ON SATURDAY, SEPTEMBER 20TH, 2025 AT THE DETROIT ZOO.



THE IMPACT OF YOUR SPONSORSHIP:

- THE AUTISM HERO WALK HAS GROWN TO BECOME MICHIGAN'S LARGEST GATHERING OF THE AUTISM COMMUNITY
- THIS EVENT RAISES OVER \$350,000+ ANNUALLY FOR AUTISM ALLIANCE OF MICHIGAN
- AUTISM ALLIANCE OF MICHIGAN HAS SERVED OVER 50,000 PEOPLE FROM EVERY REGION OF THE STATE

THE IMPACT WE BRING TO YOUR BRAND VISIBILITY:

- AUTISM HERO WALK PROMOTIONAL EMAILS ARE SENT TO OVER 24,000 PEOPLE AT LEAST 5 TIMES BETWEEN JUNE AND SEPTEMBER
- AAOM'S LINKEDIN, FACEBOOK, AND INSTAGRAM CHANNELS BOAST OVER 21,000 FOLLOWERS
- AAOM'S WEBSITE TRAFFIC
- AAOMWALK.COM TRAFFIC
- ENGAGE DIRECTLY WITH OVER 4,500+ ATTENDEES THE DAY OF THE EVENT
- EMPOWER YOUR TEAM AND COMMUNITY: VOLUNTEER OPPORTUNITIES ARE AVAILABLE FOR YOUR EMPLOYEES

AAoM Board of Directors

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LENNY KERWIN

AMANDA POLK

*MATT & COURTNEY
VAN HAAREN*

AUTISM HERO WALK

\$50,000 PRESENTING SPONSOR

BECOMING THE PRESENTING SPONSOR OF THE 2025 AUTISM HERO WALK OFFERS A UNIQUE OPPORTUNITY TO DEMONSTRATE YOUR COMPANY'S COMMITMENT TO ADVOCACY, EDUCATION, AND COMMUNITY INCLUSION BY PARTNERING WITH AUTISM ALLIANCE OF MICHIGAN TO HOST MICHIGAN'S LARGEST AUTISM GATHERING. THE PRESENTING SPONSOR OF THIS EVENT WILL HAVE A FULL BRANDING INTEGRATION WITH EVERY ASPECT OF THIS EVENT, WHILE ALSO BEING PROMINENTLY FEATURED IN ALL MEDIA OPPORTUNITIES LEADING UP TO AND AT THE EVENT.



\$50,000 PRESENTING

- As the Presenting Sponsor, you will receive:
- Dedicated 10x10 tent for your company's use in a high traffic, prominent location inside the main event space.
 - Includes two 8 foot tables and four chairs.
 - Dedicated press release announcing Presenting Sponsorship
 - Opportunity to appear in media coverage before and at the event
 - Mention in all event advertising
 - Logo printed on all fundraising incentives given to every Autism Hero Walk fundraiser



1 AVAILABLE

AUTISM HERO WALK

\$50,000 PRESENTING SPONSOR



BENEFITS (CONTINUED)

- Opportunity to provide a video promoting your involvement in the Autism Hero Walk shared on AAoM's social media channels on an agreed upon date
- Logo prominently designed on all digital and print collateral including event emails, website, social media, signage, and more
- Opportunity to host an Autism 101 educational session for your employees or clients taught by AAoM's Education & Outreach staff on a mutually agreed upon date in 2025-2026
- Opportunity to speak on stage at the event
- 16 complimentary tickets to the event with VIP Parking for two cars

AUTISM HERO WALK \$25,000 AUTISM MARKETPLACE SPONSOR

THE AUTISM MARKETPLACE IS A CENTRAL HUB OF BUSINESSES AND COMMUNITY RESOURCES DIRECTLY LOCATED IN THE HEART OF THE AUTISM HERO WALK. THOUSANDS OF ATTENDEES WALK THROUGH TWO MASSIVE TENTS AND ENGAGE WITH OVER 50 VENDORS RANGING FROM THERAPY PROVIDERS, AUTISTIC ENTREPRENEURS AND ARTISTS, LOCAL BUSINESSES AND MORE.

4

\$25,000 AUTISM MARKETPLACE

As the sponsor and host of the Autism Marketplace, you will receive:

- Exclusive sponsorship of the Autism Marketplace including dedicated signage inside and outside of the tents
- Marketing activation space at the entrance to the tents to engage with attendees while building brand awareness for your company



1 AVAILABLE

AUTISM HERO WALK \$25,000 AUTISM MARKETPLACE SPONSOR

THE AUTISM MARKETPLACE IS A CENTRAL HUB OF BUSINESSES AND COMMUNITY RESOURCES DIRECTLY LOCATED IN THE HEART OF THE AUTISM HERO WALK. THOUSANDS OF ATTENDEES WALK THROUGH TWO MASSIVE TENTS AND ENGAGE WITH OVER 50 VENDORS RANGING FROM THERAPY PROVIDERS, AUTISTIC ENTREPRENEURS AND ARTISTS, LOCAL BUSINESSES AND MORE.



BENEFITS (CONTINUED)

- Opportunity to film a scripted video announcing your company's sponsorship of the Autism Marketplace shared across AAOm's social media platforms
- Logo inclusion and promotion on all digital and print materials including emails, website, social media signage and more
- 14 complimentary tickets to the event with VIP parking for two cars



AUTISM HERO WALK

\$15,000 SUPERHERO HEADQUARTERS SPONSOR

THE SUPERHERO HEADQUARTERS IS A BRAND NEW SPACE WHERE KIDS ARE INVITED TO CHOOSE THEIR VERY OWN CAPE AND SUPERHERO FACE MASK TO GET INTO THE SPIRIT OF THE AUTISM HERO WALK. YOUR COMPANY WILL HAVE THE OPPORTUNITY TO PROVIDE JOY AND CREATIVITY FOR OVER 2,000 CHILDREN AS THEY TRANSFORM INTO SUPERHEROES BEFORE STARTING THEIR AUTISM HERO WALK!



\$15,000 SUPERHERO HEADQUARTERS SPONSOR

As the sponsor and host of the Superhero Headquarters, you will receive:

- Exclusive sponsorship of the Superhero Headquarters Tent including dedicated signage around the tent
- Marketing activation space under the tent to engage with attendees while building brand awareness for your company
- Opportunity for your employees to volunteer at the Superhero Headquarters, handing out complimentary capes and masks to children
- Opportunity to film a scripted video announcing your company's sponsorship of the Superhero Headquarters shared across AAoM's social media platforms
- Logo inclusion and promotion on all digital and print materials including emails, website, social media signage and more
- 12 complimentary tickets to the event with VIP parking for two cars



1 AVAILABLE

AUTISM HERO WALK

\$10,000 MAIN EVENT SPONSOR

ATTENDEES OF THE AUTISM HERO WALK ENJOY LOADS OF FUN AND FESTIVITIES IN FOUR MAIN AREAS OF THE EVENT.

CHOOSE ONE OF THE FOLLOWING MAIN EVENT AREAS TO HOST & SPONSOR:



• ARTS & CRAFTS TENT



• ACTIVITY ALLEY



• SNACK & BEVERAGE TENT



• TEAM PHOTO AREA

4 AVAILABLE

AUTISM HERO WALK

\$10,000 MAIN EVENT SPONSOR

ATTENDEES OF THE AUTISM HERO WALK ENJOY LOADS OF FUN AND FESTIVITIES IN FOUR MAIN AREAS OF THE EVENT.

4

\$10,000 MAIN EVENT SPONSOR

As the sponsor and host of one of the Main Event features, you will receive:

- Exclusive sponsorship of your chosen event area (subject to availability) including dedicated signage around the tent
- Marketing activation space under the tent of your chosen event area to engage with attendees while building brand awareness for your company
- Opportunity for your employees to volunteer inside your sponsored event area
- Opportunity to film a scripted video announcing your company's sponsorship of the event area shared across AAoM's social media platforms
- Logo inclusion and promotion on all digital and print materials including emails, website, social media signage and more
- 10 complimentary tickets to the event with VIP parking for one car



4 AVAILABLE

AUTISM HERO WALK

\$5,000 SUPER SPONSOR



\$5,000 SUPER SPONSOR

- A dedicated 10x10 tent for your company's use with two tables and four chairs located in a high traffic pathway inside the Autism Hero Walk.
 - This includes signage with your logo on two side of the tent.
- Logo inclusion and promotion on all digital and print materials including emails, website, social media signage and more
- 8 complimentary tickets to the event with VIP parking for one car

10 AVAILABLE

AUTISM HERO WALK \$3,000 SENSORY AREA SPONSOR

THE AUTISM HERO WALK HAS A SENSORY AREA THAT BOASTS TWO HIGH-TRAFFIC TENTS: A SENSORY PLAY TENT AND A SENSORY SAFE TENT. WE WILL PROVIDE THE SIGNAGE, TENT, CHAIRS AND TABLES. YOU PROVIDE THE VOLUNTEERS AND ACTIVITIES- THIS IS A WONDERFUL OPPORTUNITY TO ENGAGE DIRECTLY WITH THE ATTENDEES OF THE AUTISM HERO WALK. YOU ARE WELCOME TO USE THIS SPACE AS A MARKETING OPPORTUNITY FOR YOUR BUSINESS AS WELL.



\$3,000 SENSORY AREA SPONSOR

As a Sensory Area Sponsor, you will receive:

- Exclusive rights to host and sponsor of the following 10x20 tents: Sensory Play Tent or the Sensory Safe Tent (subject to availability)
- Logo inclusion and promotion on all digital and print materials including emails, website, social media signage and more
- 6 complimentary tickets to the event with VIP parking for one car



2 AVAILABLE

AUTISM HERO WALK

\$2,500 HERO SPONSOR

BE ONE OF THE FIRST TABLES LOCATED INSIDE THE AUTISM MARKETPLACE. THIS HIGH TRAFFIC PLACEMENT PROVIDES WONDERFUL VISIBILITY FOR YOUR COMPANY AS THOUSANDS OF ATTENDEES WALK INTO THE ENTRANCE THROUGHOUT THE DAY.



\$2,500 HERO SPONSOR

As a Hero Sponsor, you will receive:

- A prominently located vendor table inside the Autism Marketplace Tent
- Logo inclusion and promotion on all digital and print materials including emails, website, social media signage and more
- 4 complimentary tickets to the event with VIP parking for one car

20 AVAILABLE

AUTISM HERO WALK

\$500 VENDOR TABLE



\$500 AUTISM MARKETPLACE VENDOR TABLE

Reserve your vendor table inside one of the two Autism Marketplace tents. This dedicated space comes with (1) 8 foot table and two chairs. The Autism Marketplace tents are the high-traffic hub of the Autism Hero Walk- boasting over 4,500 people coming through and browsing between the hours of 7am-11:30am.

40 AVAILABLE

THIS EVENT SELLS OUT EACH YEAR!



**REGISTER YOUR
SPONSORSHIP OR
VENDOR TABLE
TODAY BY SCANNING
THE QR CODE!**

**QUESTIONS? CONTACT LAUREN TODARO, DEVELOPMENT DIRECTOR AT
LAUREN.TODARO@AAOMI.ORG OR (248) 891-1726**



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Detroit Zoo

AUTISM HERO WALK: DETROIT



WALK SPONSORSHIPS

- Presenting Sponsor \$50,000
- Autism Marketplace Sponsor \$25,000
- Superhero Headquarters Sponsor \$15,000
- Main Event Sponsor \$10,000
- Super Sponsor \$5,000
- Sensory Area Sponsor \$3,000
- Hero Sponsor \$2,500
- Vendor Table \$500

SPONSORSHIP INFORMATION

COMPANY/FOUNDATION/INDIVIDUAL NAME			
CONTACT PERSON	EMAIL	PHONE	
ADDRESS	CITY	STATE	ZIP
SIGNATURE	DATE		

PAYMENT INFORMATION

Please choose one of the following:

- Check: Enclosed (payable to Autism Alliance of Michigan) Credit: Visa Mastercard American Express
 Will be mailed separately

CARD NUMBER	SECURITY CODE	EXP. DATE	
NAME (As it appears on the card)	EMAIL	PHONE	ZIP
BILLING ADDRESS (If different than above)			DATE

CONTACT INFORMATION

Please contact Lauren Todaro at 248.590.2766 or Lauren.Todaro@aaomi.org if you have any questions or would like to discuss a custom sponsorship package.

26913 Northwestern Hwy. | Suite 520 | Southfield, MI 48033

Sponsorships can also be purchased online here:

