

# THE HUNT FOR AUTISM AWARENESS

Charity Scavenger Hunt to benefit  
Autism New Jersey

March 27th, 2010  
New Brunswick, NJ



*Act as if what you do makes a difference. It does.*

*- William James*



# THE HUNT FOR AUTISM AWARENESS

## Charity Scavenger Hunt

March 27, 2010

### Event Overview:

On March 27, 2010, Autism New Jersey will begin a new tradition of organizing an Autism Awareness Scavenger Hunt to kick off National Autism Awareness Month! This Scavenger Hunt will move to a new city in New Jersey each year. For our inaugural event, it will be held in New Brunswick.

Up to 75 teams of four from all over the state will convene upon New Brunswick during the hours of 4:00-6:00pm. These teams will be using their wits and knowledge to answer clues, compete in challenges and collect items all in an effort to spread autism awareness. During “the hunt,” teams will be stopping at local businesses, speaking with citizens and learning about the major sites in the downtown New Brunswick area. Each stop will be worth a specific amount of points that will be allotted to teams that complete the clue successfully. The hunt will begin and end at The Stress Factory.

### What does this event have to do with autism?

1 in 110 individuals is diagnosed with autism nationwide; That’s 1% of all children. In New Jersey, 1 in 94 individuals have an autism spectrum disorder. Autism is a developmental disability characterized by atypical, repetitive behaviors and deficits in social and communication skills.

- **Do we know why the numbers are so high?** No
- **Do we have a cure?** No
- **Is there hope?** Yes

The first step to finding answers is through understanding and awareness. **April is Autism Awareness Month.** Autism New Jersey is devoted to spread autism awareness in an effort to better the lives of those affected by autism spectrum disorders.

This Scavenger Hunt is exactly what it says—a hunt for awareness. By stopping at restaurants, shops and other town locations, participants will be spreading the message of autism awareness. Currently, a small percentage of the common places listed above, have the knowledge to accommodate these families. Each year, Autism New Jersey and the Hunt for Awareness participants are going to educate New Jersey, one town at a time!

### Your support of this event will enable Autism New Jersey to:

- Provide education, training, referrals and assistance to families throughout New Jersey.
- Conduct one of the nation’s largest autism conferences for families and professionals.
- Advocate for services for individuals throughout the life span.



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## Charity Scavenger Hunt

March 27, 2010

### Event Details:

**Dates & Times:** Saturday, March 27th 2010

Check-in	3:00pm
Shotgun Start	4:00pm
Awards/Buffer Dinner	6:00pm
Comedy Show	8:00pm

**Location:** *Check-in, Finish, Dinner & Comedy Show*  
The Stress Factory, 90 Church St., New Brunswick, NJ 08901

*Scavenger Hunt*  
On foot in downtown New Brunswick

**Attendees:** We are conservatively projecting:

- 250 scavenger hunt participants (62 teams of four)
- 50 additional dinner and comedy show attendees.
- 300 event participants in total

*Rationale:*

The Scavenger Hunt and Comedy Show is a new fundraiser. All past Autism New Jersey (ANJ) fundraisers have required \$175 and above for a single person to participate. This event broadened the number of people by significantly reducing the price to \$50 for an individual.

The Hunt for Autism Awareness is a fundraiser as well as a kick-off to Autism Awareness Month. During April, Autism Awareness Month, ANJ has an autism ambassador program. Last year, more than 700 New Jersey residents participated in the autism ambassador program.

Autism New Jersey's past two annual fundraisers:

- 2009 Golf Outing: 209 attendees
- 2009 Gala: 200 attendees

**Target Demographics:** Our primary demographic target is middle class Males/Females 25-40. The secondary demographic is middle class Males/Females 18-25.

**Cost:** \$50 individual registration fee (with a individual fundraising goal of \$50 per person), Teams of Four. \$50 dinner comedy show only.



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### **Sponsorship Levels:**

Our sponsorship packages offer a variety of price points and benefits to suit your needs.

#### **Presenting Sponsor**

##### **\$2,500 (limit three sponsors)**

- Naming opportunity (if signed up prior to deadline):  
    “2010 Hunt for Autism Awareness” sponsored/presented by “Your Company” in all literature, on T-shirts, and in promotional material.
- Company logo on FRONT of commemorative HUNT FOR AUTISM AWARENESS T-shirt (if received by DATE deadline).
- Signage at registration and dinner
- Your company will be recognized in Autism New Jersey’s Beacon Newsletter (circulation of more than 2,000)
- Company logo (with link) and 50 word company description with link on Autism New Jersey’s website for 6 months (more than 9,000 hits per month!)
- Company logo and link on Event Website.
- Media opportunity to present Autism New Jersey a ceremonial oversized check at event dinner.
- 4 Company representatives invited to end of hunt dinner and comedy show.

#### **“The Challenger” Sponsor**

##### **\$1,000**

- Company logo on FRONT of commemorative HUNT FOR AUTISM AWARENESS T-shirt (if received by DATE deadline).
- Company logo and website link on Autism New Jersey’s website (more than 9,000 hits per month!)
- Your company will be recognized in Autism New Jersey’s Beacon Newsletter (circulation of more than 2,000)
- Signage at dinner
- 2 Company representatives invited to end of hunt dinner and comedy show.

#### **“The Scavenger” Sponsor**

##### **\$750**

- Prominent name listing on BACK of commemorative HUNT FOR AUTISM AWARENESS T-shirt (if received by DATE deadline).
- Company name will be listed as a sponsor on Autism New Jersey’s website (more than 9,000 hits per month!)
- Your company will be recognized in Autism New Jersey’s Beacon Newsletter (circulation of more than 2000)
- Signage at clue sites



# THE HUNT FOR AUTISM AWARENESS Charity Scavenger Hunt March 27, 2010

## **Sponsorship Levels (continued):**

### **“The Hunter” Sponsor**

**\$500**

- Name listing on BACK of commemorative HUNT FOR AUTISM AWARENESS T-shirt (if received by deadline).
- Company name will be listed as a sponsor on Autism New Jersey’s website (more than 9,000 hits per month!)
- Your company will be recognized in Autism New Jersey’s Beacon Newsletter (circulation of more than 2,000)

### **Clue Sponsor**

**\$250 or equal value in “fun money”**

- Become part of the Game! A great way for local businesses to increase your visibility.
- A clue will be written about your company.
- This clue can lead players to your site.
- Option to participate in “fun money”. If your company is known for something specific that players can take back to the finish with them, donate that item. (For example, if you are known for cheese cake, after visiting your site, the players will have to run through the rest of the hunt carrying a slice of your cheese cake which must be intact at the finish line.)

### **Prize Sponsor (4 of each prize)**

- We are looking for prizes for top finishers. Each team has four players. Each prize level will need four of the same items.
- Your product will be advertised everywhere the HUNT FOR AUTISM AWARENESS is!
- Prominent name listing on BACK of commemorative HUNT FOR AUTISM AWARENESS T-shirt (if received by deadline).
- Company name will be listed as a prize sponsor on Autism New Jersey’s website (more than 9,000 hits per month!)
- Your company will be recognized in Autism New Jersey’s Beacon Newsletter (circulation of more than 2,000)

For more information about the sponsorship packages listed or event details, contact:

**Brynn Alberici**

Special Events Coordinator

800.4.AUTISM x21

balberici@autismnj.org



THE HUNT FOR AUTISM AWARENESS
Charity Scavenger Hunt
March 27, 2010

Sponsorship Agreement

Deadline for sponsorship: Friday, March 19, 2010. T-shirt printing deadline is February 28, 2010.

YES, we would like to sponsor! We would like the benefits provided at the following level.

Form with checkboxes for sponsorship levels: Presenting Sponsor (\$2,500), 'The Challenger' Sponsor (\$1,000), 'The Scavenger' Sponsor (\$750), 'The Hunter' Sponsor (\$500), Clue Sponsor (\$250), and Prize Sponsor (with List Item field).

Donated prizes can be mailed to the address below. Please include this form. For UPS or FedEx shipping requiring street address, please call 609.883.8100 x21.

No, we cannot sponsor, but please accept our tax deductible donation of: \$ \_\_\_\_\_

SPONSOR CONTACT INFORMATION:

Contact information fields: Company Name, Contact Person, Mailing Address, City, State, Zip, E-mail, and Phone.

Agreement: As a representative of the above said company, I agree to commit my company to participate in the event in the selected level(s) above.

Print name of company representative \_\_\_\_\_ Date \_\_\_\_\_

Signature of company representative \_\_\_\_\_

Enclosed is a check for my payment in full for: \$ \_\_\_\_\_

Please mail checks payable to: Autism New Jersey
Attn: The Hunt
P.O. Box 55120, Trenton, NJ 08638

Or you can quickly, safely and easily register online via credit card at www.autismnj.org

Questions? Contact:
Brynn Alberici
800.4.AUTISM x21
balberici@autismnj.org



## Logo Requirements

(For Presenting and “The Challenger” Sponsors only)

- All logos must be 300dpi resolution or higher. We cannot accept logos off of websites, as these are low resolution and not suitable for printing.
- Logos should be in JPEG format.
- Logos should be e-mailed to [thehunt@autismnj.org](mailto:thehunt@autismnj.org)
- Deadline to be included on T-shirt is February 28, 2010.
- Please send your logo as soon as you sign up as a sponsor to ensure meeting all of our deadlines for inclusion. Logos not received in time will not be included.
- Presenting sponsors, please also include your 50 word description. Any descriptions more than 50 words will be edited at the discretion of Autism New Jersey.

If you have any questions regarding logos, please contact [thehunt@autismnj.org](mailto:thehunt@autismnj.org)