



17th Annual Autism Coalition of Brevard 5K

A Flutie 5K for Autism

Sponsorship Opportunities



Who We Are

Doug Flutie, Jr. Foundation for Autism

Our Mission

Helping people and families with autism live life to the fullest.

Our Vision

Creating a world where people with autism are included, respected and engaged in their communities.

Our Story

The Flutie Foundation was established in 1998 by former NFL quarterback Doug Flutie and his wife, Laurie, whose personal experience of raising a son on the autism spectrum inspired their passion to help other families. Autism is a neurological disorder that impacts the normal development of the brain in the areas of social interaction and communication skills. Autism prevalence figures are growing and today it affects 1 in 36 children. It is the fastest-growing developmental disability in the U.S. and can cost a family \$60,000 a year on average.



**Doug Flutie Jr.
Foundation for Autism**

Autism Coalition of Brevard

Welcome to the world of compassion and support, where the Brevard Autism Coalition, Inc. stands as a beacon of hope and understanding. In the heart of Brevard County, we are more than an organization – we are a community dedicated to embracing and empowering those touched by autism.

Empowering unity and understanding, our mission is to forge a vibrant alliance among medical professionals, educators, community champions, and parents. Together, we illuminate the path forward, tirelessly identifying and addressing the diverse needs of families and individuals navigating the journey with Autism in Brevard County. Through collaboration, compassion, and unwavering dedication, we aspire to create a brighter, more inclusive tomorrow for every individual touched by Autism.

Learn more at www.brevardautismcoalition.com



About the BAC 5K Run/Walk for Autism Awareness



Beginning in 2007, for 17 years the Autism Coalition of Brevard's 5K Run/Walk Road Races has raised awareness and funds to support people and families affected by autism across Brevard County

Once again in 2025, the race will raise money to help BAC and its partner organizations achieve their goal of fostering a community where individuals with autism and their families receive comprehensive support, resources, and opportunities for growth and success.

This year, BAC will partner with the Flutie 5K to align this already successful road race with the Doug Flutie Jr. Foundation's nationwide series of road races benefitting the disability community,

About the Flutie 5K



The Flutie 5K for Autism started in 1999 as a small, local road race fundraiser in Natick, MA to support the Flutie Foundation's fundraising initiatives. Now, 26 years later, the 5K stays true to its roots each year with a 1,500 person race in Natick where it began, but it's reach and impact have expanded far beyond.

With partner races occurring in more than 10 states across the US and one race in Europe, the 5K now supports local autism and disability communities far beyond Natick, hosting local autism support organizations as charitable partners, reinvesting 100% of funds raised by those organizations and events directly back into their programs and the community wherever any given 5K race is held.

The Flutie 5K is proud to partner with the Autism Coalition of Brevard to align this one of a kind race with events nationwide!

Audience & Reach

5K National Reach 2024



3,516

Participants



35-45

Avg. Participant Age



Male

Female

43%

49%

Participant Breakdown

13

Races / Unique Geographic Regions of Focus

Natick, MA ▪ Augusta, ME ▪ Orlando, FL ▪ Madison, WI ▪ West Melbourne, FL
Salt Lake City, UT ▪ Providence, RI ▪ Long Island, NY ▪ Greensboro, NC
▪ Kingston, RI ▪ Philadelphia, PA ▪ Rochester, NY ▪ Keene, NH

Captive Digital Audience

All Event Host Social Channels



158,342

Current Facebook
followers



43,077

Current Instagram
followers



2,273

Avg. 5K Post
Reach in 2023



25,000+

Engaged emails
subscribers



Sponsor Benefits

PRESENTING SPONSOR - \$10,000

- Name included in event name: "Autism Coalition of Brevard 5K Run/Walk a Flutie 5K presented by (YOUR NAME)"
- Exclusive logo placement on shirt back (top tier) at ALL Flutie 5K events nationwide
- Logo placement on finish line at Satellite Beach race
- Speaking opportunity for representative at Satellite Beach race
- Logo placement on race bibs at ALL Flutie 5K events nationwide
- VIP meet and greet photo opportunity with Doug Flutie at the flagship race in Natick, MA (10/27/24)
- Featured logo on nationwide Flutie 5K event websites and logo placement Flutie5K.com
- Logo on printed race materials for ALL Flutie 5K events nationwide (if confirmed before print)
- Prominent logo placement on all Flutie 5K national digital materials
- Exclusive top logo on all Flutie 5K national race digital materials including race emails
- Dedicated social media recognition and tags in all 5K related posts for ALL Flutie 5K nationwide events
- Best available table location on race day at Satellite Beach event and premiere table location at next flagship event in Natick, MA
- Four finish line banners at next flagship event
- One finish line banner at all Flutie 5K events nationwide
- 20 complimentary race entries to all 5K races nationwide

FINISH LINE SPONSOR - \$5,000

- Logo placement on race shirt at Satellite Beach event
- Logo placement on race bibs at Satellite Beach event
- Featured logo on Satellite Beach event website and logo placement on Flutie 5K national event website
- Logo on printed Satellite Beach race materials (if confirmed before print)
- Logo on all Satellite Beach race digital materials, including Satellite Beach event website and race emails
- Dedicated social media recognition
- Top table location on race day at Satellite Beach event
- Two finish line banners at Satellite Beach event
- 15 complimentary race entries to Satellite Beach event





Sponsor Benefits

ADVENTURER SPONSOR - \$2,500

- Logo on the back of the Satellite Beach race shirt
- Featured logo on Satellite Beach event website and logo placement national Flutie 5K event website
- Logo on printed Satellite Beach race materials (if confirmed before print)
- Logo on all Satellite Beach race digital materials, including Pine Tree Camp event website and race emails
- Social media recognition
- Table location on race day at Satellite Beach event
- One finish line banner at Satellite Beach event
- 10 race entries to Satellite Beach event

ENDURANCE / PREMIERE SPONSOR - \$1,000

- Logo on the back of the Satellite Beach event race shirt
- Social media recognition
- Logo on Satellite Beach event website
- Table location on race day at Satellite Beach event
- One finish line banner at Satellite Beach event
- 5 complimentary race entries to Satellite Beach event

ROAD RUNNER / CO-SPONSOR - \$500

- Logo on Satellite Beach event website
- Table location on race day at Satellite Beach event
- One finish line banner at Satellite Beach event
- 3 complimentary race entries to Satellite Beach event

RACER / PARTNER SPONSOR- \$250

- Logo on Satellite Beach race website
- Table location at Satellite Beach race on race day
- 2 complimentary race entries for Satellite Beach race



www.flutie5k.com



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