

FLUTIE 5K FOR AUTISM

DOUGIE'S EPIC ADVENTURE



Flutie 5K for Autism at Pine Tree Camp

Sponsor Opportunities



Doug Flutie Jr.
Foundation for Autism
Celebrating 25th Years



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 44 children. It is the fastest-growing developmental disability in the U.S. and can cost a family \$60,000 a year on average.



Pine Tree Camp

Pine Tree Camp opened its gates in 1945 as a summer camp for children with physical disabilities. Over the years, it has evolved into a place where children and adults with disabilities are able to participate in all the recreational activities for which Maine is known all year long. The barrier-free setting, along with an amazing staff, ensure that activities like swimming, fishing, kayaking, hiking, boating and even camping in a tent under the stars are completely accessible to all. Participating in activities that take people beyond their disability has a tremendous impact. It builds self-esteem and self-confidence. That experience coupled with meeting friends who understand and experiencing the feeling of acceptance is transformational.

We are proud to be Maine's only American Camping Association-Accredited camp for people with disabilities.

Audience & Reach

2022 Pine Tree 5K



140

Participants



40

Avg. Participant Age



Male

Female

47%

53%

Participant Breakdown

80 Miles

Participant Geographic Radius

Captive Digital Audience

Flutie Foundation & Pine Tree Combined Reach



49,734

Current Facebook
followers



4,805

Current Instagram
followers



2,273

Avg. 5K Post
Reach in 2022



22,000+

Engaged emails
subscribers



Sponsor Benefits

PRESENTING SPONSOR - \$10,000

- Name included in Pine Tree Camp event name: “Flutie 5K for Autism at Pine Tree Camp presented by (YOUR NAME)”
- Exclusive logo placement on shirt back (top tier) at ALL events nationwide
- Logo placement on finish line at Pine Tree Camp race
- Speaking opportunity for representative at Pine Tree Camp event
- Logo placement on race bibs at ALL events nationwide
- VIP meet and greet photo opportunity with Doug Flutie at the flagship race
- Featured logo on nationwide event website and logo placement national event website
- Logo on printed race materials for ALL events nationwide (top tier) (if confirmed before print)
- Prominent logo placement on all national event digital materials
- Exclusive top logo on all national race digital materials including race emails
- Dedicated social media recognition and tags in all 5K related posts for ALL nationwide events
- Best available table location on race day at Pine Tree Camp event and premiere table location at flagship event
- Four finish line banners at flagship event
- One finish line banner at all national events
- 20 complimentary race entries to all 5K races nationwide

FINISH LINE SPONSOR - \$5,000

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





Sponsor Benefits

ADVENTURER SPONSOR - \$2,500

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

ENDURANCE SPONSOR - \$1,000

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

ROAD RUNNER SPONSOR - \$500

- Logo on Pine Tree Camp event website
- Table location on race day at Pine Tree Camp event
- One finish line banner at Pine Tree Camp event
- 3 complimentary race entries to Pine Tree Camp event

RACER SPONSOR- \$250

- Logo on Pine Tree Camp race website
- Table location at Pine Tree Camp race on race day
- 2 complimentary race entries for Pine Tree Camp race



www.flutie5k.com



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