



Flutie 5K for Autism at Pine Tree Camp

Oct. 24, 2026

2026 Sponsor Opportunities



**Doug Flutie Jr.
Foundation for Autism**



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.



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

5K National Reach 2025



5,270

Participants



18-60+

Equal Age
Distribution



Male

Female

47%

53%

Participant Breakdown

10

Races / Unique Geographic Regions of Focus

Greater Boston, MA ▪ Augusta, ME ▪ W. Melbourne, FL ▪ Keene, NH
Salt Lake City, UT ▪ Providence, RI ▪ Pioneer Valley, MA
▪ Brevard County, FL ▪ Greater Rochester, NY

Captive Digital Audience



144

Unique Posts

286,439

Total
Impressions

147,942

Individuals
Reached

25,000+

Engaged emails
subscribers



Audience & Reach

2025 Pine Tree 5K



241

Participants



38

Average
Participant Age



Male

Female

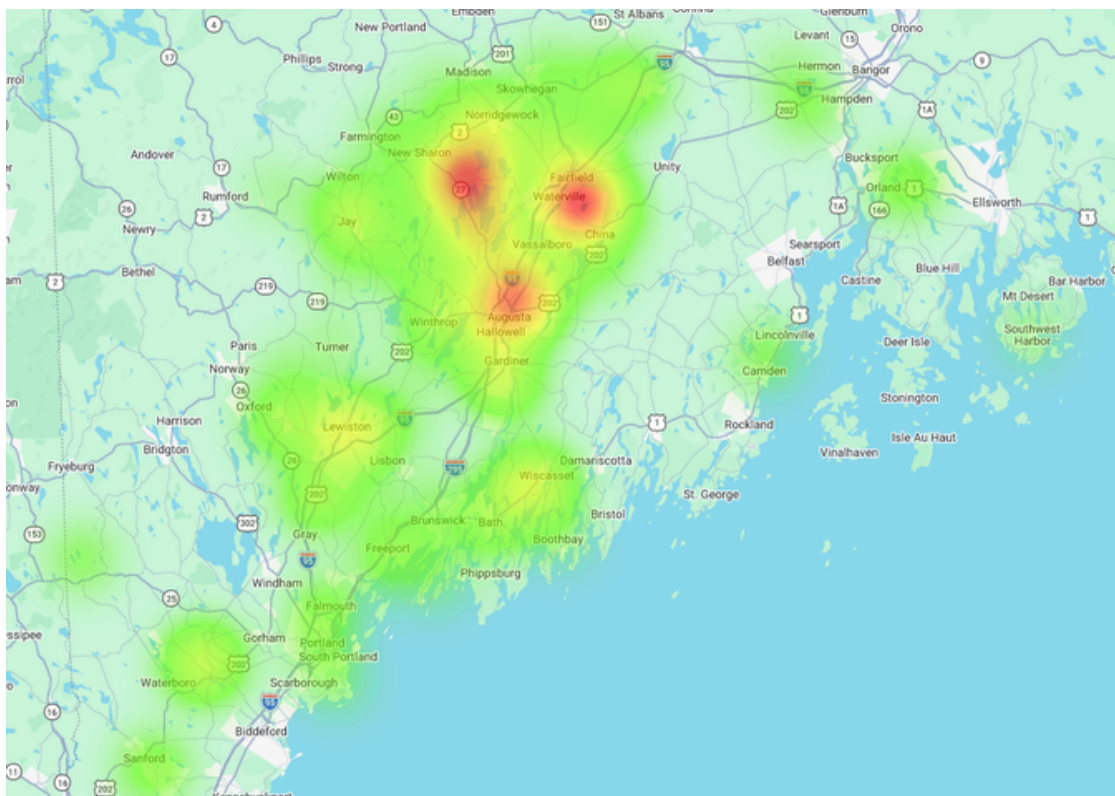
38%

62%

Participant Breakdown

205 Miles

Participant Geographic Radius



Participant Municipalities

Oakland - Waterville - Augusta - Belgrade - Winslow - Hollis Center - Wiscasset - Sidney - Jay - Lewiston
Auburn - Gardiner - Mercer - Pittsfield - Fairfield - New Gloucester - Hallowell - Sanford - Rome - Winthrop -
Orland - Freeport - Woolwich - Mechanic Falls - Readfield - AND 66 MORE

Sponsor Benefits

PRESENTING SPONSOR - \$10,000

- Name included in Fairport event name: "Flutie 5K for Autism: Rome, ME presented by (YOUR NAME)"
- Exclusive logo placement on shirt back (top tier) at ALL events nationwide
- Logo placement on finish line at Pine Tree race
- Speaking opportunity for representative at Pine Tree event
- Logo placement on race bibs at ALL events nationwide
- Featured logo on nationwide event website
- Logo on printed race materials for ALL events nationwide (top tier) (if confirmed before print)
- 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 event and premiere table location at flagship event
- Four finish line banners at Pine Tree 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 official event race bibs
- Logo on all race-specific printed promotional materials (if confirmed before print)
- Social media recognition in race-specific posts
- Logo on all remaining digital race materials and race emails
- One finish line banner at the event
- Logo on the back of the official event participant shirt
- Table location on race day at Pine Tree Camp
- Logo on event website
- 15 complimentary entries





Sponsor Benefits

ADVENTURER SPONSOR - \$2,500

- Social media recognition in race-specific posts
- Logo on all remaining digital race materials and race emails
- One finish line banner at the event
- Logo on the back of the official event participant shirt
- Table location on race day at Pine Tree Camp
- Logo on event website
- 10 complimentary entries

ENDURANCE SPONSOR - \$1,000

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

ROAD RUNNER SPONSOR - \$500

- Table location on race day at Pine Tree Camp
- Logo on event website
- 3 complimentary race entries

RACER SPONSOR- \$250

- Logo on event website
- 2 complimentary race entries



 www.flutie5k.com

 bkidder@pinetreesociety.org

 (207) 386-6033