



# SPONSORSHIP PROPOSAL

## CASINO NIGHT CHARITY FUNDRAISER

to benefit  
Autism New Jersey

August 13th, 2010  
7:00pm-11:30pm  
Florham Park, NJ



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

*- William James*



## CASINO NIGHT CHARITY FUNDRAISER To benefit Autism New Jersey August 13, 2010

### **Event Overview:**

On August 13th, 2010, Autism New Jersey will begin a new tradition of organizing a Casino Night Charity Fundraiser! Our inaugural event will be held in Florham Park, NJ.

Up to 250 people will convene in the Hamilton Park Hotel. Attendees will enjoy a fun evening of playing “the tables” and entering in tournaments like our Texas Hold’em. The event will include a grand buffet and full open bar.

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

The odds of your child being diagnosed with autism are, unfortunately, much higher than many games of chance featured at the event. 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 Casino Night Charity Fundraiser is exactly that- a fundraiser. Aside from the current budget cuts that organizations like Autism New Jersey are dealing with, families that have children on the autism spectrum are in a constant financial battle to support their loved ones. Parents who are desperate to learn ways to communicate with their children are often weighed down by costs for workshops or even resources to get the information they need. Autism New Jersey provides these services free of charge. To keep helping these families, we need your support.

### **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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## Event Details:

**Dates & Times:** Friday, August 13th 2010

Registration	7:00pm
Let the games begin!	7:30pm
End	11:30pm

**Location:** Hamilton Park Hotel, Florham Park NJ

**Attendees:** We are conservatively projecting:

- 225 Attendees

*Rationale:*

The Casino Night Charity Fundraiser is a new event. 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 reducing the price to \$125 for an individual. We have also received many requests to hold an event on the northern NJ area. This will allow some of our highest level of supporters to attend.

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 to upper class Males/Females 30-45. The secondary demographic is middle class Males/Females 18-25.

**Cost:** \$125 individual registration fee (includes "Play Money" to start the night with). \$150 individual registration fee for tickets purchased at the door (includes "Play Money" to start the night with).

**Prizes:** At the end of the night, top finishers will be able to cash in their "Play Money" for prizes!



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## Sponsorship Levels:

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

### Presenting Sponsor

#### \$5,000

- Naming opportunity (if signed up prior to deadline): June 1st, 2010  
“Casino Night Charity Fundraiser” sponsored/presented by “Your Company” on invitation, website and in promotional material
- Company logo on FRONT of invitation
- Prominent full page ad in journal
- Company logo on “Play Money” (first come, first served basis)
- Signage at registration
- 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!)
- Media opportunity to present Autism New Jersey a ceremonial oversized check at event .
- 4 event tickets for private “High Roller,” area of event. Each of your four guests will start the evening with \$1,000 in “Play Money”

### Tournament Sponsor

#### \$2,500

- Signage at tournament tables
- Prominent full page ad in journal
- Company logo on “Play Money” (first come, first served basis)
- 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)
- 2 event tickets with access to private “High Roller” area of event. Each of two guests will start the evening with \$500 in “Play Money”

### Craps Table Sponsor

#### \$1,000

- Signage on Craps Table
- Half page ad in journal
- 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)
- 2 event tickets. Each guest will start the evening with \$500 in “Play Money”



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

### **Journal Printing Sponsor**

**\$1,000**

- Back Cover of Ad Journal
- Listing on sponsorship page
- 2 event tickets. Each guest will start the evening with \$500 in “Play Money”

### **Game Table Sponsor (Black Jack, Roulette, Poker)**

**\$500**

- Signage on a Game Table
- 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)

### **Play Money Sponsor (Become part of the Game!)**

**\$300**

This sponsorship is offered at a first come, first served basis, the limit is four sponsors.

- Your company logo will be displayed on front of “Play Money”.

### **Prize Sponsor**

We are looking for prizes for top finishers. Here are some ideas:

Vacation

Plane Tickets

Electronics (flat screen TV, IPAD, camera)

Spa Gift Certificate

Theatre or Concert Tickets

Any “High End” Item

- If your prize qualifies as a “Grand Prize”, your prize could be promoted everywhere the Casino Night Fundraiser is!
- 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)



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## Sponsorship Agreement

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

<input type="checkbox"/>	Presenting Sponsor (\$5,000)	<input type="checkbox"/>	Game Table Sponsor (\$500)
<input type="checkbox"/>	Tournament Sponsor (\$2,500)	<input type="checkbox"/>	Play Money Sponsor (\$300)
<input type="checkbox"/>	Craps Table Sponsor (\$1,000)	<input type="checkbox"/>	Prize Sponsor      List Item: _____
<input type="checkbox"/>	Journal Printing Sponsor (\$1,000)	Donated prizes can be mailed to the address below. Please include this form. For UPS or FedEx shipping requiring street address, please call 609.588.8200 x21.	

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

### SPONSOR CONTACT INFORMATION:

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ 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: Casino Night  
P.O. Box 55120, Trenton, NJ 08638

Or you can quickly, safely and easily register online via credit card at [www.autismnj.org](http://www.autismnj.org)

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



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## Logo Requirements

- 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 [balberici@autismnj.org](mailto:balberici@autismnj.org)
- Deadlines:
  - Presenting Sponsor: to be included on invitation: **June 1st, 2010**
  - Grand Prize Sponsor: to be included on invitation: **June 1st, 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 [balberici@autismnj.org](mailto:balberici@autismnj.org)