



Eden 5K Sponsorship Packet

Sunday, October 4, 2026 | The Eden School | Princeton, NJ

About Eden Autism Services

"Helping Each Individual Reach Their Full Potential"

Eden Autism specializes in supporting autistic children and adults with the most complex cognitive and behavioral challenges throughout their lifespans. Eden offers a 12-month school program for 3- to 21-year-olds, vocational training, and employment services for adolescents and adults, residential services for adults, and numerous other resources grounded in Applied Behavior Analysis.

We are one of the few programs in the country to focus on services across the lifespan, including a day center specifically designed for adults transitioning to retirement, ready for retirement, or with significant medical needs.



The Eden School



Adult Day Services



Adult Residential Services



Outreach Services

Our Impact

Eden has served thousands of autistic children and adults, their families, educators, employers and communities over the last **50 years**.

230+

Individuals served annually by Eden

33

Residences operated by Eden across Central New Jersey supporting

115+

Adults with 24/7 care

78

Students attend the Eden School from across NJ to learn daily living skills including self-care, language development, pre-vocational skills and much more



89%

of the individuals in Eden's Adult Day Services program are actively employed or regularly volunteer in the community

Event Highlights

The Eden Autism 5K & Fun Run/Walk is Eden's largest annual fundraising event. This beloved, family-friendly event brings together more than 1,500 participants each year to celebrate community, inclusion, and support for individuals with autism.

More than just a race, the Eden 5K offers a powerful opportunity to showcase your company's commitment to making a meaningful difference in the lives of the individuals Eden supports.



Highlights

By the numbers:



4,500

Subscribers who receive our email blasts



1,500

Registrants, families and friends on-site the day of the race



1,000

Goodie bags and shirts given out to registrants



200

Volunteers helping on race day to ensure a great experience

Why Sponsor?

As a sponsor of the Eden Autism 5K & Fun Run/Walk, you will directly fuel Eden's mission to improve the lives of people with autism, one individual at a time, one family at a time, one community at a time. Your support helps provide essential programs, services, and lifelong support for individuals with autism and their families—making a real and lasting impact in your community.

Your sponsorship helps support our life-changing programs while receiving exclusive perks

- ✓ **High-visibility logo placement** across multiple channels, including the registrant t-shirt and course signage
- ✓ **Featured in our 5K email blasts to 4,500+ subscribers**
- ✓ **Recognition across digital platforms** with an engaged audience
- ✓ **On-site opportunity to distribute marketing materials** with a vendor table in our festival area
- ✓ **Complimentary registrations** for employees and their families—an excellent way to promote wellness, connection, and team spirit



Sponsorship Levels

New this year with limited availability!

5K & Walk Course Sponsor

\$15,000

1 Available

- Exclusive Co-Branded Course Signage on the 5K & Walk Courses
- Option to Hold the Banner at the Front of the Walk Line
- Special Announcements by the DJ
- Logo with Premier Placement on Race-Related Promotions
- Logo with Premier Placement on Race T-Shirt
- Logo with Premier Placement on 5K Website
- Email Promotion
- 25 Courtesy Registrations
- Table and Tent at Festival

Festival Sponsor

\$15,000

1 Available

- Banner With Your Logo Prominently Displayed on the Ceremony Stage
- Exclusive Signage Around the Festival Featuring Your Logo
- Special Announcements by the DJ
- Logo with Premier Placement on Race-Related Promotions
- Logo with Premier Placement on Course Signage
- Logo with Premier Placement on Race T-Shirt
- Logo with Premier Placement on 5K Website
- Email Promotion
- 25 Courtesy Registrations
- Table and Tent at Festival

T-Shirt Sponsor

\$7,500

1 Available

- Exclusive Placement of Your Logo On the Race T-Shirt
- Exclusive Signage at the T-Shirt Pickup Station on Race Day
- Logo on Race-Related Promotions
- Logo on Course Signage
- Logo on 5K Website
- Email Promotion
- 16 Courtesy Registrations
- Table at Festival

Volunteer Sponsor

\$3,500

1 Available

- Exclusive Placement of Your Logo on the 5K Volunteer Shirts
- Exclusive Signage at the Volunteer Booth on Race Day
- Logo on Race-Related Promotions
- Logo on Course Signage
- Logo on Race T-Shirt
- Logo on 5K Website
- Email Promotion
- 10 Courtesy Registrations
- Table at Festival

Sponsorship Levels *(continued)*

New this year with limited availability!

Goodie Bag Sponsor

1 Available

\$3,500

- Logo on 1,200 Goodie Bags Given to All Registrants and Volunteers
- Opportunity to Include Your Branded Item in the Goodie Bag
- Logo on Race-Related Promotions
- Logo on Course Signage
- Logo on Race T-Shirt
- Logo on 5K Website
- Email Promotion
- 10 Courtesy Registrations
- Table at Festival

Water Station Sponsor

0 Available

\$1,500

- 2 Custom Yard Signs at 1 Water Station
- Logo on 500 Drink Cups to 5K Runners
- Logo on Race-Related Promotions
- Name on Course Signage
- Logo on Race T-Shirt
- Name on 5K Website
- 2 Courtesy Registrations



Packet Pickup Sponsor

1 Available

\$1,000

- Choice of Hosting a Packet Pickup Night At Your Location **or** Having a Table at the Eden School During Packet Pickup
- Vendor Table at the Festival on Race Day
- Name on Race-Related Promotions
- Name on Course Signage
- Name on Race T-Shirt
- Email Promotion
- 2 Courtesy Registrations

Sponsorship Levels *(continued)*

Elite

\$10,000

- Logo with Preferred Placement on Race-Related Promotions
- Logo with Preferred Placement on Course Signage
- Logo with Preferred Placement on Race T-Shirt
- Logo with Preferred Placement on 5K Website
- Email Promotion
- 20 Courtesy Registrations
- Table and Tent at Festival

Gold

\$5,000

- Logo on Race-Related Promotions
- Logo on Course Signage
- Logo on Race T-Shirt
- Logo on 5K Website
- Email Promotion
- 12 Courtesy Registrations
- Table at Festival

Silver

\$2,500

- Logo on Race-Related Promotions
- Logo on Course Signage
- Logo on Race T-Shirt
- Logo on 5K Website
- Email Promotion
- 8 Courtesy Registrations
- Table at Festival

Bronze

\$1,250

- Logo on Race-Related Promotions
- Name on Course Signage
- Logo on Race T-Shirt
- Name on 5K Website
- Email Promotion
- 4 Courtesy Registrations
- Table at Festival

Marathon

\$750

- Name on Race-Related Promotions
- Name on Course Signage
- Name on Race T-Shirt
- Email Promotion
- 2 Courtesy Registrations

Sprinter

\$500

- Name on Race-Related Promotions
- Name on Course Signage
- Name on Race T-Shirt
- Email Promotion

Building Futures, Transforming Lives

It's more than a race; It's an event that improves lives. We invite you to be a part of this life-changing event by sponsoring the Eden Autism 5K & Fun Run/Walk. This is a unique opportunity to highlight your brand while celebrating the individuals we serve.



Secure your sponsorship today!

Contact Jennifer DaCunha, Director of Development

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🌐 Learn more at edenautism5k.org