



2/13/2017

Greetings,

The women of the Iota Xi Chapter of Alpha Xi Delta at Worcester Polytechnic Institute are hosting their annual AmaXing Challenge: Step It Up event to raise money for Autism Speaks. Our chapter is seeking generous businesses and individuals interested in partnering as sponsors for the event.

Unfortunately, there is no known cure for autism, and in the 20 minutes it may take you to read this letter and corresponding information another child will be diagnosed with this disorder. For more than 6 years the Iota Xi Chapter of Alpha Xi Delta has focused on bettering the lives of children through our philanthropic endeavors, and now—with our partnership with Autism Speaks—we are concentrating on increasing awareness of autism spectrum disorders, and advocating for the needs of individuals with autism and their families.

Alpha Xi Delta's AmaXing Challenge: Step It Up will be held on March 26, 2017 on the Quad on Worcester Polytechnic Institute's campus. The event aims to raise vital funding for Autism Speaks to carry out its mission and to increase awareness about autism and the tireless efforts of Autism Speaks.

Enclosed are details about the marketing value associated with sponsorship of the event. We thank you in advance, and look forward to the opportunity to partner with you as a 2017 sponsor.

Sincerely,

Sierra Palmer  
Philanthropy Chair  
Iota Xi Chapter of Alpha Xi Delta

## **Autism Speaks' Mission**

Autism Speaks is dedicated to promoting solutions, across the spectrum and throughout the lifespan, for the needs of individuals with autism and their families through advocacy and support; increasing understanding and acceptance of autism spectrum disorder; and advancing research into causes and better interventions for autism spectrum disorder and related conditions.

Autism Speaks enhances lives today and is accelerating a spectrum of solutions for tomorrow.

## **About AmaXing Challenge: Step It Up**

Step It Up is a 5K walk/run closely modeled after Autism Speaks' signature event Walk Now for Autism Speaks. The event raises funds for Alpha Xi Delta's National Philanthropy, Autism Speaks. The event is one step towards helping find the missing piece of the autism puzzle by raising funds and awareness.

Date: March 26, 2017

Location: Worcester Polytechnic Institute 100 Institute Road, Worcester MA 01609

Time: 10 am-1pm

Participants: 150 WPI students

## **Benefits of Sponsorship**

Sponsorship is about buying the right to associate your organization with an event in order to increase sales, connect with your target audience, and/or heighten your organization's image. It is about being a good corporate citizen while at the same time gaining access to people who may want to do business with your organization.

In return for your investment in the AmaXing Challenge: Step It Up event, your organization will have excellent opportunities to:

- Be exposed to an audience of more than 5000 students on the Worcester Polytechnic Institute campus—both male and female—Alpha Xi Delta alumnae that live in the area, and university/college personnel.
- Network to promote your product or service.
- Showcase your organization in a new and innovative way.
- Position your organization as a friend to the university/college community and Greek community.
- Associate your organization with Autism Speaks, the nation's largest autism science and advocacy organization.
- Your logo on the back of our event T-shirts.

## **Sponsorship Types**

In-kind donations needed include:

- Food for event (serving 200 people)
- Beverages for event (serving 200 people)

## **AmaXing Challenge: Step It Up Publicity Campaign**

AmaXing Challenge: Step It Up promotional campaign will be aimed directly at the more than 5000 students on WPI's campus to recruit at least 100 runners to participate in the race. Target audiences identified are:

- 6 sororities
- 13 fraternities
- 150 academic study related clubs/organizations/societies (i.e. Art History Society, Geology Club, Student Government Association)
- General campus population

Promotional tactics include:

- Flyers around campus
- Appearances at organizations' meetings
- Advertising in campus newspaper
- Chapter website advertising
- Campus community calendar submission

## **Sponsorship Conditions**

Sponsorship funds will contribute to the promotion, planning and operation of the event. Funds will be used to subsidize the cost components such as printing, promotion, purchasing of supplies, prizes, etc.

Sponsorship conditions are negotiable and the event organizers are open to discussion of other special requirements or sponsor benefits.

Sponsors are responsible for producing and providing their own promotional materials.

Sponsorship dollars are required to be paid in full within seven business days of signing the Sponsorship Agreement. Checks should be made out to Alpha Xi Delta. In-kind donations should be made available for pick up by March 24, 2017.

## Corporate Sponsorship Contact Details

For any inquiries about sponsoring the AmaXIng Challenge: Step It Up event, contact:

**Sierra Palmer**  
Philanthropy Chair  
(865)789-7840  
stpalm@wpi.edu

For further information about the chapter, Alpha Xi Delta Women's Fraternity or Autism Speaks, please visit:

<http://wpi.alphaxidelta.org>  
[www.alphaxidelta.org](http://www.alphaxidelta.org)  
[www.autismspeaks.org](http://www.autismspeaks.org)



## CORPORATE SPONSORSHIP FORM

***Thank you for joining Alpha Xi Delta and Autism Speaks in our effort to find the missing piece of the autism puzzle.***

***Simply fill out the form below and return it to Alpha Xi Delta.***

☐ Yes! We will sponsor this event to support Autism Speaks!

Business Name:	
Contact Name:	
Address:	
Phone Number:	
Email Address:	

Please make sure to have all payments in by March 1, 2017.

Donation Amount: \_\_\_\_ \$

Delivery/Pickup: ☐ I will mail my payment.  
☐ I would like to arrange for pickup.

Make checks payable to: Alpha Xi Delta, and return to:  
13 Hackfeld Road  
Worcester, MA 01609