



2025 Flutie 5K for Autism at Sugar House Park | Salt Lake City, UT

Partnership 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.



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Autism Solutions Academy

Autism Solutions Academy works to create a safe, inclusive and challenging academic environment for our Autistic students. We believe that with individualized academic plans and learning, behavioral support, and a culture of patience and empathy, students can succeed and reach their goals.

At Autism Solutions Academy, we are dedicated to providing a safe, inclusive, and challenging academic environment for our students. We firmly believe in the power of individualized academic plans and tailored learning approaches, accompanied by essential behavioral support, and fostering a culture of inclusion. Our primary goal is to empower our students to succeed and achieve their full potential, helping them reach their academic and personal goals.

**AUTISM
SOLUTIONS
ACADEMY**

About the Flutie 5K



The Flutie 5K for Autism started in 1999 as a small, local road race fundraiser in Natick, MA to support the Flutie Foundation's fundraising initiatives. Now, 26 years later, the 5K stays true to its roots each year with a 1,500 person race in Natick where it began, but it's reach and impact have expanded far beyond.

With satellite races occurring in ten states across the US and one race in Europe in 2022, the 5K now supports local autism communities far beyond Natick, hosting local autism support organizations as charitable partners, reinvesting 100% of funds raised by those organizations directly back into their programs and the community wherever any given 5K race is held.

Audience & Reach

5K National Reach 2024



3,516

Participants



18-60+

Equal Age
Distribution



Male

Female

43%

49%

Participant Breakdown

14

Races / Unique Geographic Regions of Focus

Natick, MA ▪ Augusta, ME ▪ Orlando, FL ▪ Madison, WI ▪ W. Melbourne, FL ▪ Keene, NH
Salt Lake City, UT ▪ Providence, RI ▪ Waco, TX ▪ Greensboro, NC
▪ Kingston, RI ▪ Philadelphia, PA ▪ Long Island, NY ▪ Rochester, NY

Captive Digital Audience

All Event Host Social Channels



158,342

Current Facebook
followers



43,077

Current Instagram
followers



2,273

Avg. 5K Post
Reach in 2023



25,000+

Engaged emails
subscribers



Audience & Reach

2024 Salt Lake City Event



169

Participants



33

Avg. Participant Age



Male

Female

30%

67%

Participant Breakdown

116 Miles

Participant Geographic Radius

Captive Digital Audience

Flutie Foundation & Autism Solutions Academy Channels



51,500

Current Facebook
followers



5,973

Current Instagram
followers



2,273

Avg. 5K Post
Reach in 2023



25,000+

Engaged emails
subscribers



Sponsor Benefits

PRESENTING SPONSOR - \$10,000

- Name included in Salt Lake City event name: "Flutie 5K for Autism: Salt Lake City, UT presented by (YOUR NAME)"
- Exclusive logo placement on shirt back (top tier) at ALL events nationwide
- Logo placement on finish line at Salt Lake City race
- Speaking opportunity for representative at Salt Lake City 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 Salt Lake City 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 - \$5000

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

ADVENTURER SPONSOR - \$2500

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





Sponsor Benefits

ENDURANCE SPONSOR - \$1,000

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

ROAD RUNNER SPONSOR - \$500

- Logo on Salt Lake City event website
- Printed name on Salt Lake City race shirt
- Table location on race day at Salt Lake City event
- One finish line banner at Salt Lake City event
- 3 complimentary race entries to Salt Lake City event

RACER SPONSOR- \$250

- Logo on Salt Lake City race website
- Table location at Salt Lake City race on race day
- 2 complimentary race entries for Salt Lake City race



www.flutie5k.com



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