



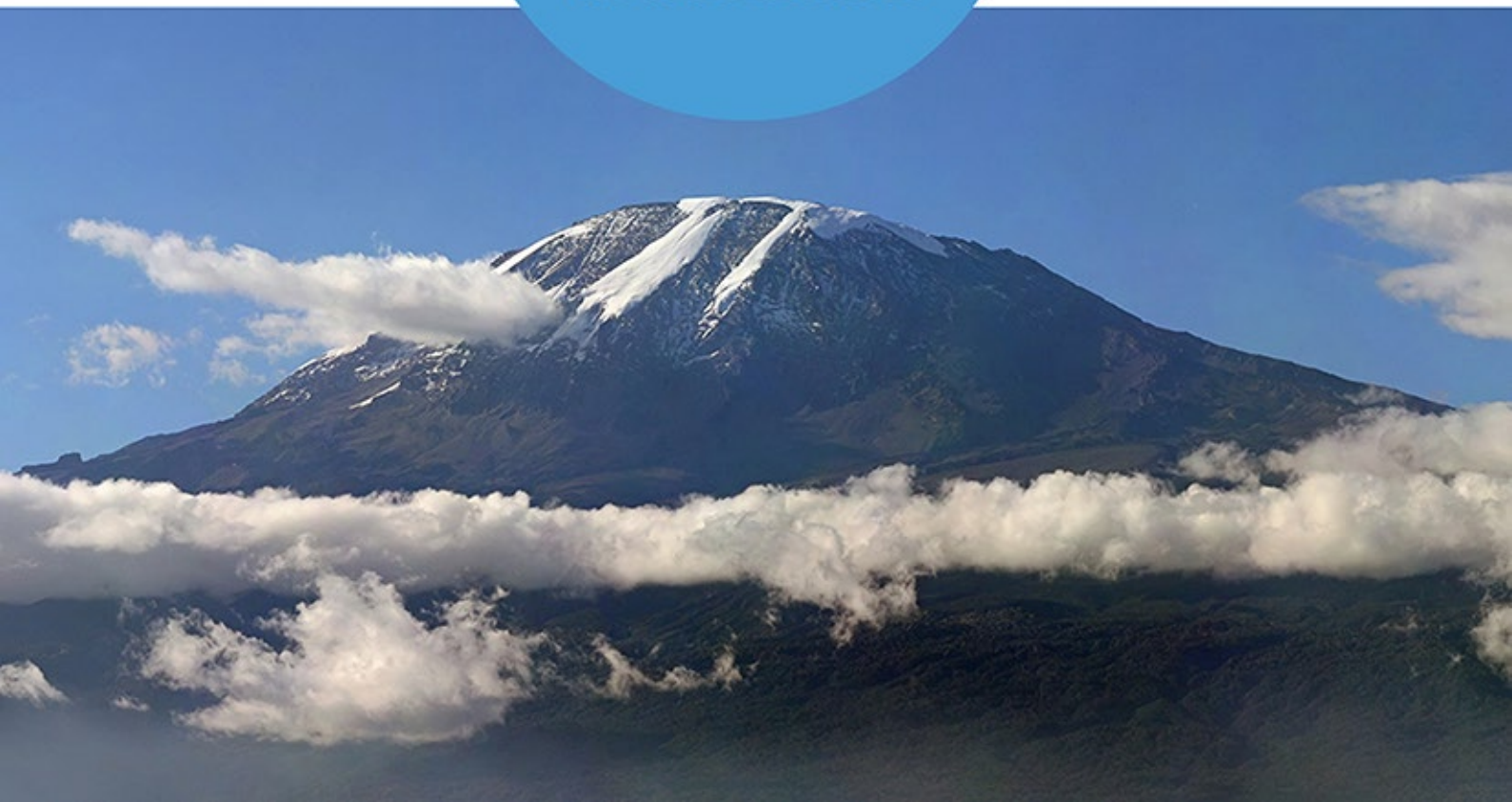
AUTISM UNSEEN - KILIMANJARO CHALLENGE

**PLEASE SPONSOR OUR
KILIMANJARO CHALLENGE
THANK YOU**

SPONSORSHIP PACKAGE

**AUTISM
UNSEEN**

**KILIMANJARO
CHALLENGE**





AMANDA RILEY
Chairperson Autism Unseen
Team Leader
Kilimanjaro Challenge

WELCOME

I would personally like to thank you for taking the time to send for our Kilimanjaro Challenge Sponsorship Brochure. We have four flexible packages available; Platinum, Gold, Silver and Bronze, and I would hope that you find one of them suitable for your company. Without the generosity of sponsors it would be very difficult to accomplish an event of this magnitude.

Your sponsorship would be used to not only support the cost of this challenge, but also to contribute to the travel cost of the carers, who are accompanying and climbing alongside these autistic individuals, and giving up their valuable time free of charge.

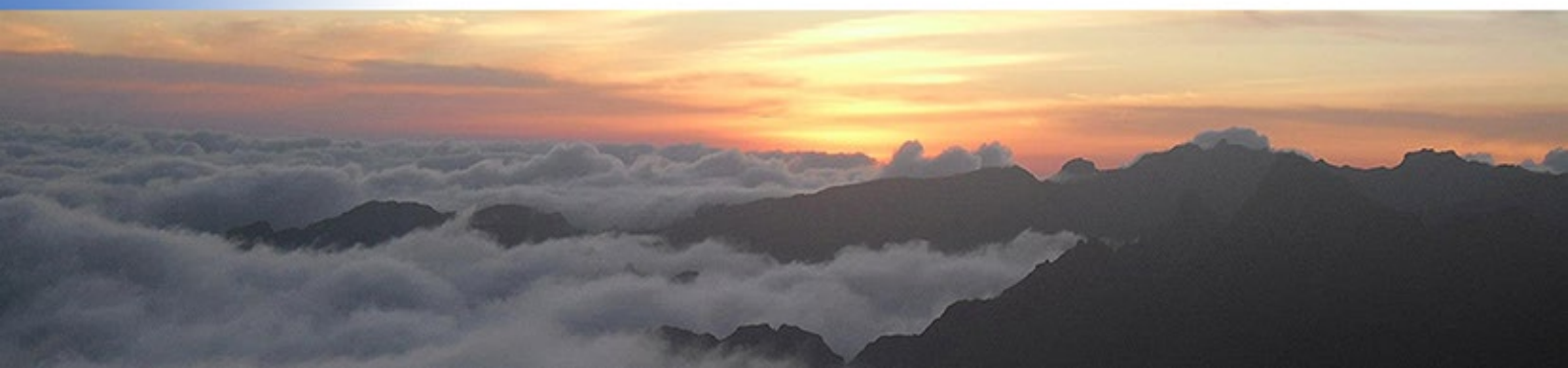
Should you decide to be part of this epic adventure, Autism Unseen can offer you in return, a nationwide promotion of your brand, and a public celebration of your commitment to supporting these autistic young adults in reaching the 'Roof of Africa'.

Unlike traditional fund raising events that you may have supported in the past, this is not just a one-night sponsorship event; it is a yearlong promotional campaign that will reach across the length and breadth of the UK. It will touch the hearts of millions and your company, should you choose to be a sponsor, will be at the forefront of this innovative challenge, with a guaranteed front row seat in which to follow the progress of this unique venture.

Love Amanda X

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THE EVENT

In August 2017, Autism Unseen will be leading a team of autistic individuals plus carers to climb Mount Kilimanjaro, the highest mountain in Africa at 19,341 feet. This event is the first of its kind, three years in the planning, and a life changing experience for these autistic individuals taking part. Not only will this challenge promote greater awareness regarding autism, it will also build confidence and essential skill sets within each of these individuals, providing them with a unique opportunity to be part of an adventure, which they will never forget. This will be an event that will attract a considerable amount of positive publicity, with national media attention, and even the possibility of a television documentary.

When these autistic individuals complete this epic adventure and come back down the mountain, what a story they will have to tell. What an opportunity to grasp life and live it to the full, what memories they will have and what a task they will have completed, something to be truly proud of.

Due to social exclusion, everyday is a challenge for an autistic individual, and ventures like the Kilimanjaro Challenge will provide a platform for these youngsters to step outside of their twilight world, to become socially accepted and to embrace a new beginning.

DIG DEEP

As well as achieving incredible life and communication skills, our autistic adventurers will also be helping change the lives of children in Kenya. Each autistic individual taking part in the Kilimanjaro Challenge will also be fundraising for the charity Dig Deep, to provide clean sustainable water to some of the remote villages of Kenya. The money raised by just one individual team member can provide a whole school in Kenya with a completed rainwater harvesting system and help 200 kids break the cycle of poverty.

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SPONSORSHIP OPPORTUNITIES



PLATINUM

£3000

BENEFITS

- Autistic individual sponsorship
- TV and radio endorsement where possible
- Logo & profile placement on website
- Logo placement on all publicity
- Logo placement on HTML emails
- Endorsement on all theatre show publicity
- Endorsement on all press releases
- Logo on clothing
- Inclusion in all social media campaigns
- Inclusion in all newsletters
- Credit on video
- Logo on banner to be displayed at the summit

TIER 1



GOLD

£1500

BENEFITS

- Carer individual sponsorship
- Logo & profile placement on website
- Logo placement on all publicity
- Logo placement on HTML emails
- Endorsement in theatre show programme
- Inclusion in all social media campaigns
- Inclusion in all newsletters
- Credit on video
- Logo on banner to be displayed at the summit

TIER 1



SILVER

£1000

BENEFITS

- Logo & profile placement on website
- Logo placement on HTML emails
- Endorsement in theatre show programme
- Inclusion in all social media campaigns
- Inclusion in all newsletters
- Credit on video
- Logo on banner to be displayed at the summit

TIER 2



BRONZE

£500

BENEFITS

- Logo & profile placement on website
- Endorsement in theatre show programme
- Inclusion in all newsletters
- Credit on video
- Logo on banner to be displayed at the summit

TIER 2

HEADLINE SPONSORSHIP – In addition to our Tier 1&2 sponsorship packages, we have available an opportunity for a single ‘Headline Sponsor’, who will be promoted as a major partner in this venture and will benefit from every aspect of the Kilimanjaro Challenge. Further details for this package are available upon request. **TIER 1&2** – Generally relates to the size and positioning of the sponsors logo. Tier 1 will always be slightly larger, have a more prominent position and a bigger profile.

SPONSORSHIP OPPORTUNITIES

KILIMANJARO CHALLENGE CAMPAIGN – This event is not only unique, but is also quite literally the first of its kind. To take a team of autistic individuals with carers, fly them to Africa and then ask them to climb nearly 20,000 feet is an undertaking like no other. Whilst media coverage can never be guaranteed, this is without doubt an event that should receive national and regional media attention. The Kilimanjaro Challenge consists of a 4-part promotional lifecycle that lasts for over 12 months, and for early sponsors who step in at stage one of this cycle, they will be guaranteed maximum exposure throughout this full lifecycle.

Stage 1- Recruitment & Awareness: This stage is the development stage of the campaign with all methods of communication being used, including Social Media, HTML Emails and Website promotion. The autistic community is close knit and operates like a large family. Extensive promotion will be undertaken throughout this community to recruit our autistic volunteers. It is said that nearly 1 million individuals in the UK suffer from autism and if you include families, autism touches the lives of 2.7 million people every day. Not only will the autistic community be involved, heads of blue-chip companies, Peers, MP's, the legal profession, car manufacturers, banks and the renewable energy sector are just a sample of companies and people who will be approached.

Stage 2 – Individual Fundraising: Once the autistic individuals are recruited, national and local TV, radio and newspapers will be involved, to tell the story of the individuals taking part. These autistic individuals will also be raising money for Dig Deep, to supply clean sustainable water to children in the remote villages of Kenya. Theatre shows will take place throughout the UK to promote the event, and campaigns will be run in supermarkets and shopping centres.

Stage 3 – The Climb: This is where the website and social media goes into overdrive, each of the autistic individuals and carers will have social media campaigns running, with daily news and where possible video being streamed back. This event could quite easily go viral with millions of hits and views.

Stage 4 – Back Home: A continuation of national and local TV, Radio and Newspaper coverage, with interviews, stories, video and pictures of the individuals taking part in this adventure of a lifetime.



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A 12 MONTH SPONSORSHIP LIFECYCLE

SPONSORSHIP OPPORTUNITIES

HAVE WE MISSED ANYTHING?

We are always open to new creative ideas for sponsorship and fundraising opportunities. Should you feel that you can contribute outside of our established packages then we would like to hear from you? If you are a manufacturer or supplier of specialist clothing & footwear or can supply 'Go-Pro' style cameras, then we would be happy to discuss a product placement deal with you.

PLEASE CONTACT US

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