



Adults Independent and Motivated
Making Independence Possible

2023 Tutus and Ties Fun Run Sponsorship Opportunities

What does it mean to you to be an adult? Most likely it means having autonomy from your parents, earning wages and providing for your own basic needs, having your own space. That is certainly what it means for the adults who are thriving in the AIM community, although such a “normal” adult experience seemed like an unachievable dream for them when they were growing up.

The challenges they faced—difficulty with math and reading, physical challenges with fine motor skills, intellectual disabilities that mean complex concepts are tough to grasp, social isolation, language difficulties—meant that their parents envisioned their children needing to be enveloped in a protective cocoon throughout their lives. But it turns out our children didn’t need a cocoon, they needed wings.

The 7th annual Tutus and Ties Fun Run is the opportunity for Austin-area businesses to provide “wings” such as transportation to work and social activities, fitness activities, learning opportunities, and a sense of belonging. AIM does not charge a fee for these services, so we rely entirely on fundraising to provide these essential supports and services, these wings that have allowed AIMers to fly out of their parent’s nests and live their own adult lives.

Event Details:

- Sunday, October 1st 9:00 am
- Lakeway City Park
- 7th annual Tutus and Ties Fun Run and Silent Auction
- The course: Put on your tie or tutu and walk the short 1.2 mile family-friendly course that includes 6 fun activity stations along the way. For those who prefer to bypass the stations, there is an option for a self-timed 5K run or walk.

Goal: As AIM’s biggest fundraiser of the year, we have set a goal of raising \$55,000 with this year’s event.

See our additional information to learn how you can help AIMers thrive by sponsoring this year’s event. If severe weather or pandemic restrictions occur resulting in our event being rescheduled or cancelled, we regret that we will not be able to refund donations.



www.AIMtx.org

AIM is a 501(c)(3) non-profit organization



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2023 Sponsorship Levels

Signature Sponsor (\$2500+) – Only 1 sponsor will be designated the event’s Signature Sponsor Great News – This Level has been Filled!

- All benefits of Platinum Sponsor benefits plus 10, instead of 6, fun run entries
- Headline Placement of logo on flyers, t-shirts, newsletter and website
- Opportunity to address racers at start of the event

Platinum Sponsor (\$1000+)

- Company name and logo prominently displayed on:
 - Fun Run T-Shirts
 - Event Flyer that will be distributed to 100+ businesses throughout Central Texas
 - AIM’s website and newsletter, along with link to company’s website
- Opportunity to display your company sign in the Registration Pavilion/Silent Auction Site
- Recognition on AIM’s social media – Facebook, Instagram, and Twitter
- Recognition over the PA system prior to and following the fun run
- 6 fun run entries

Gold Sponsor (\$500+)

- Company name and logo prominently displayed on:
 - Fun Run T-Shirts
 - Event Flyer that will be distributed to 100+ businesses throughout Central Texas
 - AIM’s website and newsletter
- Recognition on AIM’s social media – Facebook, Instagram, and Twitter
- Recognition over the PA system following the fun run
- 4 fun run entries

Silver Sponsor (\$250+)

- Company name displayed on:
 - Fun Run T-Shirts
 - Event Flyer that will be distributed to 100+ businesses throughout Central Texas
 - AIM’s website and newsletter
- 2 fun run entries

Friend of AIM Sponsor (\$50+)

- Recognized as a sponsor in AIM newsletter

For questions:

Email us at info@aimtx.org

**Our printing deadlines are Aug. 25th for the event flyer and August 31st for the t-shirt.*

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