



STEP UP 4 AUTISM

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PROPOSAL FOR AUTISM AWARENESS 5KM RUN2023 EVENT.

Project name: AUTISM AWARENESS 5KM RUN

Theme: Opening doors for autism inclusion

Date: Saturday, 8th April 2023

Location: ELDORET, Kenya

Presented to : Global Giving and Partner corporates.

Event Venue: Eldoret Sports Club

Project Cost: 2,000,000ksh

Presented by: STEP UP 4 AUTISM

Contact information

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RE: REQUEST FOR SPONSORSHIP OF THE AUTISM AWARENESS 5KM RUN

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Step up 4 Autism is pleased to present this sponsorship proposal to your hospital for consideration. This is a sponsorship proposal requesting for your sponsorship in Autism awareness 5km race set to take place on the 8th of April 2023 in Eldoret town.

Step up 4 Autism is a community-based organization registered in Kenya. Our organization is focused on improving the lives of children with Autism through creating interventions programs, awareness and acceptance.

We have been conducting the Autism Awareness 5KM run each year since 2019 and up to date we have seen great improvements on autism awareness and acceptance in the communities that we serve in. This is because the autism awareness 5km run each year brings autism stakeholders and community members together for a day of fun, clinical assessments and community engagement activities.

On this day parents, children and professional athletes and corporates like you get to run for autism awareness and inclusion.

We are looking forward to partnering with you to provide all the necessary information on Autism awareness to communities that need it the most. Such events serve as the platform to finish myths and misconceptions and rally stakeholders to take action and advance the inclusion of kids with autism and other neurodevelopmental disorders in public places and policies.

We look forward to working with you in eliminating neurological health disparities in our communities and achieving health equity. We request for your sponsorship for this event and in return we will offer you marketing benefits recorded in the proposal. Feel free to reach out to us with questions and the way forward.

Please find attached the Autism awareness 5km run sponsorship proposal.

Kind regards,

Ruth Tenai

President, Step Up 4 Autism.

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Preparation for the 5km run

Step Up 4 Autism Organization Overview

About us

Step up 4 Autism is a community-based organization registered in Kenya and founded by Ruth Tenai, an autism, and special needs awareness enthusiast, in 2017. Our organization focuses on improving the lives of children with autism through creating intervention programs and creating autism awareness and acceptance.

Our Mission

To support create awareness as well as educate empower and support parents through information and education to create training for parents.

Our Vision

To create acceptance, change the autism narrative, and push for equality in our Kenyan society and communities on how to view kids or individuals in the Autism Spectrum.

Our current Active projects

- Food drives for families of kids with disabilities.
- Light, Mr. and Miss Autism Kenya event
- Mathare therapy center
- Autism Awareness 5KM Run

Our Services

We offer services like occupational therapy, speech therapy, physical therapy and behavior therapy. These therapies are for children with conditions like autism spectrum disorder, cerebral palsy, down Syndrome, rickets and ADHD.

Indicators of success and our success stories

From 2017 we have served over 300 children with different disabilities and recorded significant improvement on their overall health through the therapy services that we offer. Therapy is meant to significantly improve the child and allow them to grow into independent teens and finally adults who can function in society with minimal assistance. We do carry out celebrations whenever we see a child develop speech, move their hands, move their legs, walk, run and become coherent in their speech and environment comprehension. For the work we have done so far, we give all glory to God and a big thank you to kind individuals and organizations that have supported us.



Kids running during the 5km

EVENT BACKGROUND AND HISTORY

Due to stigma and misunderstanding of the autism spectrum disorder, a considerable number of autistic Kenyans, consisting of both children and adults are locked up in their homes and hidden from the public eye. For this and many other reasons, Step Up 4 Autism organizes an annual event dubbed the **AUTISM AWARENESS 5KM RUN** to facilitate a significant increase in Autism awareness and provide care giving skills for parents/caregivers and therapy for children with autism in Kenya.

This event is important because it educates the public on a condition that is largely stigmatized and misunderstood. Indeed, children living with Autism have long been excluded both socially and in policy making. The first time Autism Awareness 5km Run took place was on April 5th 2019 in Iten town Elgeyo Marakwet County and it was a success.

Throughout the rift valley there are numerous cases of children born with autism and other neurological conditions. However, there are not enough awareness campaigns and intervention centers to educate the community on these conditions.

Therefore, many children are denied their basic rights, right to education, therapy, play and social interaction. Cultural and religious stereotypes on disabilities play a significant role in stifling efforts to get assistance for kids born with such challenges and this is reflected by the stigma that parents and caregivers of these children face in the community.

Through the autism awareness 5km run will bring the much-needed awareness by bringing the community together raising funds to ensure the availability of these services.



Male Athletics running during the 5km

Autism awareness 5km Event Details

Date, Time, Venue

The second Autism Awareness 5km Run will be held on Saturday, 15th April 2023, from 10am to 4pm at Eldoret Sports club in Eldoret, Uasin Gishu County.

Attendee Profile

The event will be attended by children with special needs, caregivers/parents, teachers, athletes, and esteemed visitors. We are targeting an audience of 300.

Event Activities

1. Autism Awareness 5km run: professional athletes' race, the special needs race and the parents' race.
2. Therapy Clinic visits
3. Counselling for parents/caregivers
4. Screenings and Assessments



Various groups giving compliments for the event.

Event Objectives

1. To improve parents'/caregiver skills by providing relevant information to parents and caregivers of the children with Autism. This includes diet manuals, first aid responses manuals and guide on the ABCs of Autism.
2. To sensitize the community at large on the nature of the autism spectrum disorder.
3. To raise money for the Step Up 4 Autism Therapy program for children with autism, this we will set up in Eldoret and will be offering free therapy services for children with special needs in the county.



We win when we run



Tree plantation for memory and environmental conservation

Sponsorship Packages

Part of the reason Autism Awareness 5KM run Kenya has been successfully held for 1 year now is the continued belief and dependence on SDG 17 Partnership for the goal, which has seen us get great support. Therefore, we request your sponsorship and offer marketing benefits in return. These sponsorship packages have been created to elaborate on the benefits of varying funding categories. The various sponsorship packages are as follows:

Marketing Benefits

For all partnerships and collaborations, we will make a customized package for all, and below is a list of available benefits:

BENEFITS OFFERED	COPPER SPONSORSHIP	SILVER SPONSORSHIP	GOLD SPONSORSHIP	PLATINUM SPONSORSHI.
A poster and banner display at the event.	✓	✓	✓	✓
Media coverage before the event.			✓	✓
Master of Ceremony's verbal acknowledgement.	✓	✓	✓	✓
Pageant stage time for self-promotion.		✓	✓	✓
Customized set-up exhibition area.		✓	✓	✓
Access to the Autism Pageant VIP Arena.	2	4	6	10
Brief description of the sponsors and their logos on the foundation's website.		✓	✓	✓
Sponsor acknowledgement on the foundation's social media pages.	✓	✓	✓	✓
Ready audience to expose the sponsors' products and services to.		✓	✓	✓
Opportunity to award the first runners up			✓	✓
A banner displayed at the foundation's main offices for six months.				✓



Smiles on faces of kids and parents appreciating the whole event