

PATHS TO POSSIBILITY

SUPPORTING AUTISTIC LEARNERS

5K **RUN**
WALK 
ROLL

APRIL 26, 2026

Marin Civic Center Lagoon Park

**BUSINESS MARKETING AND
SPONSORSHIP OPPORTUNITIES**

PATHS TO POSSIBILITY 5K

Supporting Autistic Learners • April 26, 2026

WHY YOUR BRAND MATTERS HERE

What if every autistic learner — child to adult — had a pathway to their full potential? That's not just a question — it's the daily work of The Helix School, where students discover their strengths, build confidence, and chart their own paths forward.

It's a movement toward inclusion, and an opportunity for your brand to demonstrate authentic commitment to values that matter to Bay Area families.

THE EXPERIENCE

WHO ATTENDS

400+ participants including:

- Families across the Bay Area
- Educators & therapy professionals
- Autistic learners & advocates
- Participants of all ages & abilities

THE VIBE

Inclusive 5K Run | Walk | Roll

- Accessible 1M Route for all abilities
- Family activities & entertainment
- Food trucks, vendors, music, raffle, race winners prizes

YOUR VISIBILITY

- Multi-month promotional campaign
- Prime event-day exposure
- Social media amplification (4K+ reach)
- Digital & print materials distribution

WHERE YOUR INVESTMENT GOES

Every dollar raised directly supports transformational education and lifelong learning for autistic learners through:

THE HELIX SCHOOL (Ages 5-22)

- Specialized instruction with industry-leading student-to-teacher/aide ratios
- Integrated therapeutic services (OT, speech, behavioral support)
- Life skills development & community integration
- Classes serving early and upper elementary, middle school, high school diploma, high school certificate of completion, and transition (Ages 18-22)

IMPORTANT DATES FOR MAXIMUM VISIBILITY

MARCH 1, 2026

Final date for **press release inclusion**

APRIL 1, 2026

Final date for **promotional materials logo placement**

APRIL 1, 2026

Final date for **event-day signage**

READY TO CREATE PATHWAYS TO POSSIBILITY?

Contact Diane Stair, Development Director
diane@thehelixschool.org • 415-565-5065

PATHS TO POSSIBILITY 5K

SPONSORSHIP INVESTMENT LEVELS

Strategic Benefits That Amplify Your Brand Impact

BENEFITS ▼	TITLE SPONSOR \$35,000+	VISIONARY \$20,000+	CHAMPION \$10,000+	ADVOCATE \$5,000+	SUPPORTER \$2,500+
Event Naming Rights [Your Company] Paths to Possibility 5K	Exclusive				
Press Release Inclusion	Company Name & Quote	Company Name	Company Name	Company Name	Company Name
Information Table/Tent Branded space to engage participants	Branded Table/Tent	Sponsor Table/Tent	Sponsor Table/Tent		
Website & Email Marketing Recognition in e-blasts to 800+ subscribers	Homepage Hero	Featured	Featured	Name & Logo	Name & Logo
Social Media Campaign Multi-platform promotion reaching 4K+ followers	1 Dedicated Post + 3 Additional Posts +Tags	3 Posts+Tags	3 Posts+Tags	Tags	Tags
Race-Day Signage Brand visibility throughout the event	Company Name Banner Race Course Signs	Group Banner	Group Banner	Race Course Sign	Race Course Sign
Hospitality Tent & Race Entries Exclusive sponsor tent with refreshments	20 Entries	12 Entries	8 Entries	4 Entries	2 Entries
Stage Recognition Public acknowledgment	Speak from Stage (5 Minutes)	Recognition	Recognition	Recognition	Recognition
Race-Day Materials Logo on t-shirts, course signage	Prominent Logo	Name & Logo	Name & Logo	Name & Logo	Name & Logo
The Helix School Annual Report Recognition in flagship publication (1,000+ print/digital)	Featured Story	Company Name	Company Name	Company Name	Company Name
The Helix Adult Academy (THAA) Launch Visibility at THAA opening events	Invitation & Updates from THAA Founder	Program & Event Updates			

Your sponsorship supports autistic learners from kindergarten through young adulthood.

In-kind and media sponsorship opportunities available • Custom packages welcome

Contact: Diane Stair • diane@thehelixschool.org • 415-565-5065

2026 Event Sponsorship Form

We would like to support autistic learners by sponsoring as an underwriter at this level:

- \$35K TITLE SPONSOR** **\$20K VISIONARY** **\$10K CHAMPION**
 \$5K ADVOCATE **\$2.5K SUPPORTER**

In-kind sponsor offering: _____

Media sponsor offering: _____

Company Name _____

Contact Name _____

Address _____

City _____ State _____ ZIP _____

Email _____ Phone Number (____) ____ - _____

Name to be listed on promotional materials _____

Signature _____ Date ____/____/____

For all underwriter sponsors, this section is also required

- I have enclosed a check payable to the Helix School: Tax ID 47-3699669
 This is a pledge, signed above. Please invoice me at the name and address above.
 Please charge my credit card:

- VISA MASTERCARD AMERICAN EXPRESS DISCOVER

Name on Card _____

Card Number _____ Exp. Date ____/____ CVC _____

SUBMIT FORM BY MARCH 15, 2026

BY EMAIL

development@thehelixschool.org
(print, sign, and scan form to email)

BY MAIL

The Helix School
c/o Development
161 Mitchell Blvd | San Rafael, CA 94903



THANK YOU FOR SUPPORTING AUTISTIC LEARNERS!

QUESTIONS? Contact us at 415-569-5065, or development@thehelixschool.org.

Sponsorships are tax-deductible to the extent allowed by law.