



# CORPORATE SPONSORSHIP OPPORTUNITIES

## REFORM IT NOW: THE LEGAL RESOURCE CENTER FOR AUTISM

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Founded in 2014, Reform It Now (RIN) is the first organization to focus attention to teaching those in the legal profession and corporations about autism. RIN is a young, dynamic organization with a passionate following of supporters, research opinion leaders and global heads of business. We are known for the urgency, optimism and purity of motive we bring to the strategic pursuit of our mission: protecting the civil rights, liberties and freedom of the autistic, and providing education about their condition to businesses, courts and legal counsel.

RIN offers corporate sponsorship opportunities that will help you reach your cause marketing and philanthropic goals. Our corporate partners make critical contributions to the RIN mission while promoting a positive corporate image and engaging an audience tied to a cause affecting millions.

**“REFORM IT NOW HAS MANAGED TO BECOME, IN ITS SHORT LIFE, THE MOST CREDIBLE VOICE IN EDUCATION ABOUT AUTISM IN THE LEGAL PROFESSION AND THE BUSINESS COMMUNITY.”**

**- FIGHT4AUTISM**

### **OUR REACH & NETWORK**

The RIN Community includes many autism organizations, autistic citizens and their families, caregivers and friends looking to us for inspiration in the protection of rights, liberties as well as education about the condition. To our business audience, we are a pioneer of autism acceptance and training of employees to understand the autistic, with a focus on autism in the law. As a unique problem-solver, and critical partner, we can help companies reduce risk, increase relationships and lower the potential for public relations problems saving money and reputations.

#### **Our Robust Community Network**

Building a framework of organizations that integrate with the services we offer, and that goals we seek to achieve, is not an easy task, but well worthwhile.

#### **Our Online Network**

In the few short months we've been on Facebook, we have developed a group of over 1295 chefs, hoteliers and experts dedicated to supporting RIN. Chefs4Autism is clearly becoming a charitable campaign to stay.

#### **On the Ground, Running**

Since its inception, RIN has hit the ground running, handling more than 18 cases in its first six months, pairing autistic adults with attorneys and providing training for attorneys and business professionals.

#### **Your Clients, Your Customers**

The autistic are today, shopping, spending, and engaging in mainstream activities more than ever before. Learning about them is in your best interests.

### **RIN By the Numbers**

**9,483,000**

**Number of persons with autism**

(estimated—not including family members affected)

**1 IN 68**

**Children on the autism spectrum**

(estimated—born in 2002)

**1 IN 42**

**Boys on the autism spectrum**

(ASD is almost 5 times more common among boys)

**1 IN 3**

**American families affected**

(with either a direct or indirect family member or friend with ASD)

**24**

**Number of Autistic citizens helped**

(assistance provided since inception by Reform It Now)

**7 TIMES**

**More likely to engage with police**

A person with ASD (autism spectrum disorder) is likely to engage with police 7 times more than a person without ASD, though they are no more likely to commit crimes.

**438 OF 1,268,011**

**American lawyers trained**

In 2013, the number of U.S. lawyers who have specific psychological or psychiatric training to deal with autism. It is a number we intend to change, dramatically.

**1**

**Is the benchmark for success**

Each person we help is a success and helps set the standard for more and may establish legal precedent for future cases.



# WHY REFORMIT NOW

**POISED AT THE NEXUS OF MENTAL DISABILITIES IN THE LAW**, RIN is positioned to offer compelling opportunities for collaboration. Companies that share our core values of optimism urgency, creativity, integrity and persistence in problem solving are critical partners in our work. Our corporate sponsors' brand assets are delivered to highly motivated individual, supporter and non-profit audiences. Because RIN has partnered with only a small handful of corporate sponsors, the opportunity for our partners to leverage association with our brand is immense. The funds donated by our corporate sponsors are crucial to growing, enhancing, and delivering our high-impact education and advocacy programs to protect, defend and help the autistic.

# SPONSORSHIP OPPORTUNITIES

## **SPECIAL EVENTS AND SYMPOSIA** **THE ROAD TO UTOPIA**

RIN's planned special event, a gala dinner event featuring the culinary talents of Chefs4Autism, our campaign of celeb chefs. Chefs4Autism has over 1,300 members around the world. Attendees will be attorneys, judges, political figures and corporate leaders, along with leaders in the field of mental disabilities and legal education.

## **AUTISM FAIRE**

Each year, RIN will host a planned faire, featuring a Renaissance theme, bringing together thousands of families, businesses and professionals to engage in a fun day for the autistic, creating awareness of the condition.

## **SPECIAL CONFERENCES**

Meetings of specialists such as psychologists or law clerks will be sponsored events.

## **ANNUAL SYMPOSIUM**

An annual integrated meeting of legal and psychological experts focused on mental disabilities in law. Companies will be welcome to present new products, etc.

## **EDUCATION AND OUTREACH** **ONLINE EDUCATION**

We expect more than 80,000 attorneys and 10,000 business people will take our online courses each year. Your brand could be seen by those eyes throughout their four-hour coursework.

## **AUTISM SEMINAR SERIES**

Several seminars will be held throughout the course of the year devoted to autism and mental health in business and law. Sponsors will be featured in each.

## **AUTISM INN OF COURT**

Each month, the Autism American Inn of Court, an offshoot of RIN will meet in sponsored dinner conferences to teach attorneys, judges and other leaders in the legal profession about autism in the law.

## **COMMUNITY ENGAGEMENT** **SCHOOLS FOR AUTISM**

RIN will provide speakers and ambassadors to go to middle and high schools around the country presenting a legal awareness program to students in an effort to reduce bullying and create greater acceptance.

## **MULTIMEDIA**

### **AUTISM MINUTE VIDEOS**

This series of videos will be delivered online, free, and are a perfect vehicle to show a corporate sponsor's dedication to autism and autistic clients.

### **RING THE BELL EMAILS**

Every month, ten sponsored emails will be delivered to all participants in RIN activities, informing them of various events, court cases, case law, and other things.

**FOR MORE INFORMATION  
ABOUT THESE UNIQUE  
SPONSORSHIP  
OPPORTUNITIES OR TO  
DISCUSS A CUSTOMIZED  
PACKAGE TO MEET YOUR  
NEEDS, PLEASE  
CONTACT ROBERT  
ANGELONE AT  
[ROBERT@REFORMITNOW.ORG](mailto:ROBERT@REFORMITNOW.ORG)**

