



NAMI Walks

YOUR WAY

Maryland

2021 SPONSORSHIP
OPPORTUNITIES

Saturday, May 22, 2021



NATIONAL PLATINUM SPONSOR



NATIONAL GOLD SPONSOR





NAMI, the National Alliance on Mental Illness, is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness. NAMI Maryland, located in Columbia, provides free, top-rated mental health programs and services for our community. A 501(c)(3) organization, NAMI Maryland is a nonprofit, grassroots organization that helps thousands of families and individuals each year.

To register a team online, visit www.namiwalks.org/maryland

Mental Health Awareness Needs You!

120+
Walks Nationwide

100,000+
Participants Annually

\$150M+
Raised since 2003

Even before the pandemic, the need for affordable mental health resources was already on the rise. And now, when the only predictable adjective for the ongoing mental health crossroads is unpredictable, we have no choice but to give our all — keeping everyone safe and engaged on the virtual streets.

Our sponsors' brands are associated with helping individuals and families affected by mental illness build better lives in Maryland and beyond. By becoming a local sponsor of NAMIWalks, you help raise awareness where there is precious little of it, eliminate the stigma of mental illness, and promote the health of our communities. NAMI will work with you and your organization to tailor a sponsorship package that meets your specific needs and goals.



Sponsorship Opportunities

There are numerous ways corporations and organizations can partner with NAMI Walks to help build better lives for families and individuals in Maryland affected by mental illness.

Sponsor Benefits

	PRESENTING	PREMIER	MAJOR	GOLD	SILVER	KICK-OFF EVENT	BRONZE	SUPPORTER	KILOMETER
	\$15K	\$10K	\$7.5K	\$5K	\$2.5K	\$1.5K	\$1K	\$500	\$250
Speaking opportunity at Virtual Kick-off Event	✓								
Logo on all NAMI Walks Emails	✓	✓							
Corporate team fundraising page	✓	✓	✓						
Video/ad message during virtual Walk program	✓	✓	✓	✓					
logo present during virtual walk day program	✓	✓	✓	✓					
Sponsor's name included in press release	✓	✓	✓	✓					
Virtual sponsor booth on NAMI Walks website	✓	✓	✓	✓	✓				
Social media mentions	6	5	4	3	2	1			
Recognition as a sponsor in event email update and post-event announcements	✓	✓	✓	✓	✓	✓	✓		
Featured on NAMI Walks T-shirt	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Name
Featured on NAMI Walks website	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name
Acknowledgment during virtual walk day program	✓	✓	✓	✓	✓	✓	✓	✓	✓

Please note: some benefits subject to print deadlines.

Special sponsorship recognition is also available for major donors of goods and services. Special sponsorship opportunities are also available upon request. Contact NAMI Maryland at 410-884-8691 for more information.

Sponsorship Commitment Form

● Yes! We are proud to support the 2021 Maryland NAMIWalks Your Way virtual event. We authorize NAMI to include our name and/or logo on all the materials and digital content for the event consistent with our sponsorship selection below.

- | | | | |
|---|----------|---|-------|
| <input type="checkbox"/> Presenting Sponsor | \$15,000 | <input type="checkbox"/> Kick-off Event Sponsor | 1,500 |
| <input type="checkbox"/> Premier Sponsor | 10,000 | <input type="checkbox"/> Bronze Sponsor | 1,000 |
| <input type="checkbox"/> Major Sponsor | 7,500 | <input type="checkbox"/> Supporter Sponsor | 500 |
| <input type="checkbox"/> Gold Sponsor | 5,000 | <input type="checkbox"/> Kilometer Sponsor | 250 |
| <input type="checkbox"/> Silver Sponsor | 2,500 | | |

Company name: _____

Contact name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Website: _____

Email address: _____

- Check enclosed (please make payable to NAMI Maryland)
- Credit card payments accepted online at www.namiwalks.org/maryland
- Please send an invoice

For your records, our Tax ID# is 52-1295484. Please forward logo or any questions to: connection@namimd.org

PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI Maryland, 10632 Little Patuxent Parkway, Suite 454, Columbia, MD 21044



NAMI Maryland

410-884-8691 • www.namiwalks.org/maryland
connection@namimd.org • TAX ID # 52-1295484

To learn more about NAMIWalks, visit www.namiwalks.org.