NAMI Maryland
National Alliance on Mental Illness

2024

SPONSORSHIP OPPORTUNITIES



42nd Annual Conference

October 4th & 5th, 2024

A 2-Day Virtual Event

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

OUR CONFERENCE



For more than 40 years, the National Alliance on Mental Illness (NAMI) Maryland has provided support, education, and advocacy for individuals with mental health conditions, their families, and the wider community. One of the most significant ways we provide education and raise awareness regarding mental health is through our Annual Conference.

This year marks the 42nd anniversary of our annual education conference, which will will take place virtually on Friday, October 4th and Saturday, October 5th, 2024. Every year, our dynamic and inspiring conference features keynotes and breakout sessions hosted by national and state decision-makers, content experts, and advocates.

Potential topics include:

- Practical information and resources for community and health providers, employers, and/or individuals and their families coping with mental illness;
- Practical information and resources about and for special populations including veterans/military, BIPOC (Black, Indigenous, and People of Color), children, young adults, and other under-served populations;
- Information and resources for providers and advocates working with co-occurring and related disorders;
- Policy and advocacy topics like criminal justice issues, health care reform, and early intervention.

NAMI Maryland
National Alliance on Mental Illness



OUR AUDIENCE

60,630
Contacts and Connections

36,600
Email Subscribers

8,340
Social Media Followers

Our conference attracts a **wide and diverse audience across Maryland** which includes: NAMI affiliate leaders; service providers; researchers; individuals with mental health conditions and their family members; disability advocates; academics; community members; and individuals working in criminal justice, social services, health, and veterans' affairs. Since shifting to a virtual platform, our conference has also reached **national and international audiences**.

SPONSORSHIP PACKAGE: AT A GLANCE



	$15,000	$10,000	$7,500	$5,000	$2,500	$1,000	$500
Speaker/ad opportunity during both lunches* and an exclusive Closer Ad in the program.	✓						
Logo included in all event emails and a full-page ad in the program.	✓	✓					
Logo included on the event flyer and name included in the official press release.	✓	✓	✓				
Logo inclusion in the attendee end-of-event survey, virtual sponsor booth, and a 1/2 page ad in the program.	✓	✓	✓	✓			
Cross-promotion on social media (Posts subject to sponsorship level.)	8	5	3	2	1		
Recognition as a sponsor announced in an event email update, post-event announcements, and a 1/4 page ad in the program.	✓	✓	✓	✓	✓	✓	
Sponsorship recognition, including sponsorship level, on the conference website and in the program.	✓	✓	✓	✓	✓	✓	✓
Complimentary conference registrations (Subject to sponsorship level.)	10	8	7	6	5	4	3

*** SPONSORS WILL HAVE THE OPPORTUNITY TO SPEAK DIRECTLY TO AUDIENCE MEMBERS DURING THE LUNCH BREAKS IN A SPECIFIED BREAKOUT ROOM OR PLACE A DIGITAL AD (STATIC OR VIDEO) THAT WILL BE DISPLAYED ON THE MAIN CONFERENCE PAGE.**



SPONSORSHIP PACKAGE: TIERS OF IMPACT

PREMIER

- Speaker/ad opportunity during both lunches and an exclusive Closer Ad in the digital and print program.
- Logo inclusion in all event emails.
- Logo inclusion on the event flyer and name included in the official press release.
- Logo inclusion in the attendee end-of-event survey.
- Access to a virtual sponsorship booth.
- 8 cross-promotions on NAMI Maryland's Facebook and Twitter (X) pages.
- Recognition as a sponsor announced across NAMI Maryland's social media platforms and in an event email update.
- Logo inclusion in post-event announcements.
- Sponsorship recognition, including sponsorship level, on the conference website and in the official program.
- 10 complimentary conference registrations.

DIAMOND

- Full-page ad in the digital and print program.
- Logo inclusion in all event emails.
- Logo inclusion on the event flyer and name included in the official press release.
- Logo inclusion in the attendee end-of-event survey.
- Access to a virtual sponsorship booth.
- 5 cross-promotions on NAMI Maryland's Facebook and Twitter (X) pages.
- Recognition as a sponsor announced across NAMI Maryland's social media platforms and in an event email update.
- Logo inclusion in post-event announcements.
- Sponsorship recognition, including sponsorship level, on the conference website and in the official program.
- 8 complimentary conference registrations.



PLATINUM

- 1/2 page ad in the digital and print program.
- Logo inclusion on the event flyer and name included in the official press release.
- Logo inclusion in the attendee end-of-event survey.
- Access to a virtual sponsorship booth.
- 3 cross-promotions on NAMI Maryland's social media platforms.
- Recognition as a sponsor announced across NAMI Maryland's social media platforms and in an event email update.
- Logo inclusion in post-event announcements.
- Sponsorship recognition, including sponsorship level, on the conference website and in the official program.
- 7 complimentary conference registrations.

GOLD

- 1/2 page ad in the digital and print program.
- Logo inclusion in the attendee end-of-event survey.
- Access to a virtual sponsorship booth.
- 2 cross-promotions on NAMI Maryland's social media platforms.
- Recognition as a sponsor announced across NAMI Maryland's social media platforms and in an event email update.
- Logo inclusion in post-event announcements.
- Sponsorship recognition, including sponsorship level, on the conference website and in the official program.
- 6 complimentary conference registrations.



TITANIUM

- 1/4 page ad in the digital and print program.
- 1 cross promotion on NAMI Maryland's social media platforms.
- Sponsorship recognition, including sponsorship level, on the conference website and in the official program.
- 5 complimentary conference registrations.

SILVER

- 1/4 page ad in the digital and print program.
- Sponsorship recognition, including sponsorship level, on the conference website and in the official program.
- 4 complimentary conference registrations.

BRONZE

- Sponsorship recognition, including sponsorship level, on the conference website and in the official program.
- 3 complimentary conference registrations.

NAMI Maryland is also more than happy to work with each sponsor to understand their specific needs and adjust their sponsorship benefits accordingly. Please be advised some benefits are subject to print deadlines.

PLEASE FORWARD LOGO AND AD INFORMATION TO DANIELLE AT DFLETCHER@NAMIMD.ORG BY SEPTEMBER 27TH, 2024.

42ND ANNUAL CONFERENCE

Sponsorship Agreement

Organization: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Email: _____

Sponsorship Confirmation:

PREMIER SPONSOR $15,000 ☐

DIAMOND SPONSOR $10,000 ☐

PLATINUM SPONSOR $7,500 ☐

GOLD SPONSOR $5,000 ☐

TITANIUM SPONSOR $2,500 ☐

SILVER SPONSOR $1,000 ☐

BRONZE SPONSOR $500 ☐

Program Advertisements:

CLOSER AD: *Full Page Inside Back Cover (W8.5" xH11")* $1,200 ☐

FULL: *Full Page Program Ad (W8.5" xH11")* $800 ☐

HALF: *Half Page Program Ad (W8.5" xH5.5")* $400 ☐

QUARTER: *Quarter Page Program Ad (W4.25" xH5.5")* $250 ☐

Payment:

Sponsorship/Exhibitor: $_____

Advertisement: $_____

TOTAL: $_____

☐ ***Check enclosed (Make payable to NAMI Maryland)***

☐ ***Credit-- please call 410-884-8691***

Please mail or email to:
Attn: Annual Conference
10632 Little Patuxent Parkway, Suite 454
Columbia, MD 21044
dfletcher@namimd.org

For your tax records, our Tax ID# is 52-1295484.