



namiWalks

National Alliance on Mental Illness



Proposal for Sponsorship

2020

Saturday, May 30, 2020
A Virtual Event

National Elite Sponsor



National Lead Sponsor



HBC FOUNDATION:
HEADFIRST

National Sponsor



The Allergan Foundation

National Partner



NAMIWalks Maryland

Located in Columbia, NAMI Maryland raises awareness and provides essential education, advocacy and support group programs at no cost for people living with mental illness and their loved ones right here in our community. NAMI Maryland is a nonprofit, grassroots organization that addresses the mental health needs of our community, replaces stigma with understanding and helps thousands of families and individuals each year. NAMI Maryland is a 501 (c)(3) mental health organization.

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

NAMIWalks Reaches a Nationwide Audience

NAMIWalks' public, active display of support for people affected by mental health conditions is one important way we are changing how Americans view people with a mental illness. NAMIWalks brings together individuals and businesses to help raise funds, combat stigma and promote awareness. NAMIWalks is NAMI's largest and most successful mental health awareness and fundraising event. In 2019, 103 NAMIWalks events in 41 states raised over \$12.5 million to support local programs and initiatives that improve the lives of persons affected by mental illness.

Who Walks with NAMI?

NAMIWalks events attract and engage a diverse audience across a variety of demographics including individuals and families affected by mental health conditions, friends, community groups, local businesses, medical professionals and more. There is no registration fee, however, all participants are encouraged to collect donations to support NAMI's no-cost programs and services in their community. All walkers raising \$100 or more receive a commemorative NAMIWalks t-shirt.

About NAMI

NAMI is the National Alliance on Mental Illness, an association of hundreds of local affiliates, state organizations and volunteers who work in communities nationwide as part of the nation's largest grassroots mental health organization. NAMI offers help and hope, improves lives, takes a stand and educates families and those living with mental illness.



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Sponsorship Opportunities

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

	PREMIER	PRESENTING	MAJOR	GOLD	SILVER	START/FINISH LINE	KICK-OFF EVENT	BRONZE	SUPPORTER	KILOMETER
Sponsor Benefits	\$15K	\$10K	\$7.5K	\$5K	\$2.5K	\$1.5K	\$1.5K	\$1K	\$500	\$250
Recognition at Kick-off Event	●									
Logo on all NAMIWalks emails	●	●								
Video message/ad added to livestream*	●	●								
Logo on livestream	●	●	●							
Logo on event banner	●	●	●							
Sponsor's name included in press release	●	●	●							
Sponsorship announcement to listserv	●	●	●	●						
Static ad added to livestream*	●	●	●	●						
Program brought to you by (static image)	●	●	●	●	●					
Logo on event poster	●	●	●	●	●	●	●			
Logo on NAMIWalks brochure	●	●	●	●	●	●	●	●		
Logo displayed on website	●	●	●	●	●	●	●	●	●	
Logo on NAMIWalks t-shirt	●	●	●	●	●	●	●	●	●	
Listing on NAMIWalks Maryland website	●	●	●	●	●	●	●	●	●	●
Virtual Walk Day livestream mention	●	●	●	●	●	●	●	●	●	●

Please note: some benefits subject to print deadlines.

*provided by sponsor

In addition to the virtual event on May 30th, NAMI Maryland will be holding a major, central celebration with participants, partners, and sponsors in the summer/early fall. We will continue to provide updates on the status of this event as details unfold.

2019 Top Sponsors

National NAMIWalks Elite Sponsor: Alkermes, AAMC Division of Mental Health and Substance Use, Bo's Effort, Anne Arundel Medical Center, Hardscapes Construction, EZ Storage (Siena Corp), Howard County General Hospital, Powers Pyles Sutter & Verville PC, Humphrey Management, The Horizon Foundation, Dr. Brad Sachs & Dr. Karen Meckler, University of Maryland Medical System, Magellan Health, Whiting Turner Contracting, Weyrich, Cronin & Sorra, Maryland Foundation for Psychiatry, Atlas Container Corporation, Walmart Store #1985, Walmart Store #3490, Sir Speedy, BCRI, Maryland Coalition for Inclusive Education, Maryland School Psychologists Association, Improve Your IT, Maryland Health Connection, LifeBridge Health, Center for Child and Family Traumatic Stress at Kennedy Krieger, Mental Health Association of Maryland, Entemanns, TenHoor Career Coaching, Wawa, Community Behavioral Health of Maryland, Sunovion, Psychiatric Institute of Washington, Otsuka Pharmaceuticals, Empowering Minds Resource Center, The Fillmore Group, University of Maryland School of Medicine, Behavioral Health System Baltimore, Sheppard Pratt Health System, MedStar Behavioral Health-Baltimore Region, and Cigna.

Sponsorship Confirmation Form

- ☒ Yes! We are proud to support the 2020 Maryland NAMIWalks event. We authorize NAMI to include our name and/or logo on all the materials printed for the event consistent with our sponsorship selection below.

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

Company name: _____

Contact name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Website: _____

Email address: _____

For guaranteed inclusion of name/logo on printed materials, return form by May 22nd, 2020. To be included on the t-shirt, your logo saved in a vector file (EPS, PS, BMP, PDF) must be received within 6 weeks of the in-person event, otherwise you will be listed by name only on the shirt.

- ☐ Check enclosed (please make payable to NAMI Maryland)
- ☐ Credit card payments accepted online at www.namiwalks.org/maryland
- ☐ Please send an invoice
- ☐ Please reserve an ad space (\$5,000 & above sponsorships)
- ☐ We will not be using our included ad space

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, 10630 Little Patuxent Parkway, Suite 475, Columbia, MD 21044

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



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NAMI Maryland

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