

2023

SPONSORSHIP OPPORTUNITIES



# **nami** **Walks** *Maryland*

Saturday, May 20

Rash Field, Inner Harbor  
Baltimore, Maryland





# THE POWER OF PARTNERSHIP

With NAMIWalks, it's not how far we walk, it's how far we've come.

With sponsors, it's not only how much you have helped us in the past, it's also how your help has allowed us to prepare for the future. And for new sponsors, it's the ideal moment to discover the power that your participation can add to the movement.

As the conversation surrounding mental health has become energized like never before, our dream of Mental Health for All has emerged as a goal within reach. We believe that your sponsorship will continue to make all the difference.

## **NAMIWalks** AND OUR SPONSORS LEAD THE WAY

With every expression of support from you, our sponsors, we are able to strengthen our three pillars:



To promote awareness  
of mental health and  
reduce stigma



To raise funds for NAMI's free,  
top-rated mental health  
programs



To build community and  
let people know they are  
not alone

## ABOUT US

NAMIWalks is the largest, most vibrant mental health event series in the country. It is presented by NAMI, the National Alliance on Mental Illness, known locally as NAMI Maryland. Over the past year alone, NAMIWalks has surged to new levels of popularity and impact, leading NAMI to be recognized as the Peer-to-Peer Fundraising Organization of the Year! Taking place in more than 120 locations, NAMIWalks invites participants to share their stories, build community and walk together to achieve Mental Health for All.

Funds raised directly support NAMI Maryland's mission of education, advocacy, support and public awareness. We are proud to embrace our role as a leader in the field, and grateful to our partners in helping to make this possible.

A photograph of four people (three women and one man) smiling and posing for a photo. They are wearing white caps with the NAMI logo and blue t-shirts with the text "HEALTHY SUPPORTIVE RESPECTFUL STOP STIGMA RECOVERY". The image has a blue tint.

# NAMIWALKS SPONSORSHIP TIERS OF IMPACT

## Presenting Sponsor | \$15,000

- Speaking opportunity at your local NAMIWalks event, during your choice of ceremony and/or local event kickoff meeting
- Dedicated press release announcing sponsorship
- “Presented by” naming rights with logo included on select customized materials
- Logo in all scheduled participant electronic communications starting 80 days from event day (minimum of 20)
- Opportunity to display company provided banner at your local NAMIWalks event (must be approved by NAMI and be no larger than 4 x 6 feet)\*
- Name included in additional press releases
- Logo on NAMIWalks poster\*
- Logo recognition at Cultivation Events\*
- Premium exhibit space including table and tent at your NAMIWalks event\*
- Promotion on social media and/or in electronic newsletters pre and post event (6 posts)
- Large logo recognition on NAMIWalks participant T-shirts\*
- Logo recognition on NAMIWalks event day signage\*
- Logo recognition on local NAMIWalks website

\*Please note: some benefits subject to print deadlines. In the event a physical event can't take place, comparable benefits will be given. Safety is of the highest priority.





## Premier Sponsor | \$10,000

- Logo in all scheduled participant electronic communications starting 80 days from event day (minimum of 20)
- Opportunity to display company provided banner at your local NAMIWalks event (must be approved by NAMI and be no larger than 4 x 6 feet)\*
- Name included in press releases
- Logo on NAMIWalks poster\*
- Logo recognition at Cultivation Events\*
- Exhibit space including table and tent at your NAMIWalks event\*
- Promotion on social media and/or in electronic newsletters pre and post event (5 posts)
- Large logo recognition on NAMIWalks participant T-shirts\*
- Logo recognition on NAMIWalks event day signage\*
- Logo recognition on local NAMIWalks website

\*Please note: some benefits subject to print deadlines. In the event a physical event can't take place, comparable benefits will be given. Safety is of the highest priority.



## Gold Sponsor | \$5,000

- Logo on NAMIWalks poster\*
- Logo recognition at Cultivation Events\*
- Exhibit space including table at your NAMIWalks event\*
- Promotion on social media and/or in electronic newsletters pre and post event (4 posts)
- Medium logo recognition on NAMIWalks participant T-shirts\*
- Logo recognition on NAMIWalks event day signage\*
- Logo recognition on local NAMIWalks website

## Silver Sponsor | \$2,500

- Exhibit space including table at your NAMIWalks event\*
- Promotion on social media and/or in electronic newsletters pre and post event (3 posts)
- Small logo recognition on NAMIWalks participant T-shirts\*
- Logo recognition on NAMIWalks event day signage\*
- Logo recognition on local NAMIWalks website

\*Please note: some benefits subject to print deadlines. In the event a physical event can't take place, comparable benefits will be given. Safety is of the highest priority.





## Bronze Sponsor | \$1,000

- Exhibit space including table at your NAMIWalks event\*
- Promotion on social media and/or in electronic newsletters pre and post event (2 posts)
- Name recognition on NAMIWalks participant T-shirts\*
- Name recognition on NAMIWalks event day signage\*
- Name recognition on local NAMIWalks website

## Supporter Sponsor | \$500

- Logo recognition on one NAMIWalks route sign\*

\*Please note: some benefits subject to print deadlines. In the event a physical event can't take place, comparable benefits will be given. Safety is of the highest priority.

# SPONSORSHIP TIERS OF IMPACT *at a glance*

NAMIWalks is proud to help build better lives for people living in Maryland affected by mental health conditions. We are grateful to our partners for making this possible.

	Presenting \$15,000	Premier \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Supporter \$500
Speaking opportunity at your local NAMIWalks event, during your choice of ceremony and/or local event kickoff meeting	●					
Dedicated press release announcing sponsorship	●					
"Presented by" naming rights with logo included on select customized materials	●					
Logo in all scheduled participant electronic communications starting 80 days from the event date (minimum of 20)	●	●				
Opportunity to display company-provided banner	●	●				
Name included in press releases	●	●				
Logo on NAMIWalks poster*	●	●	●			
Logo recognition at Cultivation Events*	●	●	●			
Exhibit space at your NAMIWalks event*	Premium Table & Tent	Table & Tent	Table	Table	Table	
Promotion on social media and/or in newsletters, pre and post event	6	5	4	3	2	
Recognition on NAMIWalks participant T-shirts*	Large logo	Large logo	Medium logo	Small logo	Name	
Recognition on NAMIWalks event day signage*	Logo	Logo	Logo	Logo	Name	
Recognition on local NAMIWalks website	Logo	Logo	Logo	Logo	Name	
Logo recognition on one NAMIWalks route sign*						●

In order to be included on all print materials commitments must be made by \_\_\_\_\_

Benefits may vary by location. If a physical event can't take place, comparable benefits will be given. Safety is of the highest priority. Special sponsorship recognition is also available for major donors of goods and services, depending on the cash value of the donation, including sponsorship of food and beverages.

\*Benefit is subject to print deadlines

# SPONSORSHIP COMMITMENT FORM

Yes! We are proud to support the 2023 NAMIWalks Maryland 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.

Presenting Sponsor	\$15,000	Silver Sponsor	\$2,500
Premier Sponsor	\$10,000	Bronze Sponsor	\$1,000
Gold Sponsor	\$5,000	Supporter Sponsor	\$500

Event Experience Sponsorship (Name) \_\_\_\_\_ \$ \_\_\_\_\_

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](http://www.namiwalks.org/maryland)

Please send an invoice

.....  
Yes, we plan to use our exhibit space on Walk Day (bronze level and higher):

Walk Day contact name: \_\_\_\_\_

Walk Day contact email: \_\_\_\_\_

No, we do not plan to use our exhibit space on Walk Day (bronze level and higher).  
.....

Yes, we would like to host a corporate team for NAMIWalks:

Team Captain name: \_\_\_\_\_

Team Captain email: \_\_\_\_\_

**PLEASE MAIL SPONSORSHIP CHECKS TO:**

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

**PLEASE EMAIL SPONSORSHIP LOGO TO:**

Danielle Fletcher: [dfletcher@namimd.org](mailto:dfletcher@namimd.org)

## NAMI Maryland

410-884-8691 • [www.namiwalks.org/maryland](http://www.namiwalks.org/maryland) • [dfletcher@namimd.org](mailto:dfletcher@namimd.org)

Tax ID # 52-1295484

To learn more about NAMIWalks, visit [www.namiwalks.org](http://www.namiwalks.org).



**Terms and Conditions for all Sponsorship Levels**

Sponsor warrants and represents that all its products and services comply with all applicable federal, state and local laws and regulations. NAMI has the right to immediately cancel this sponsorship agreement in the event that Sponsor has: a) Had its license(s) revoked by any governmental authority exercising jurisdiction over Sponsor; b) Sponsor has voluntarily surrendered its license(s) after being cited for misconduct by any governmental authority exercising jurisdiction over that party; c) Sponsor has been alleged to have willfully violated the laws, rules or regulations of any jurisdiction or any governmental authority exercising jurisdiction over Sponsor; d) Otherwise violated the terms of sponsorship, which will be determined at the sole discretion of NAMI.