



Maryland

# COMMUNITY PARTNERS

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10632 Little Patuxent Parkway, Suite 454  
Columbia, MD 21044  
[info@namimd.org](mailto:info@namimd.org)  
410-884-8691





## WHO WE ARE

One in five of your fellow employees, customers, and neighbors are directly affected by mental illness. The effects on individuals and family members can be traumatic and profound. The National Alliance on Mental Illness (NAMI) Maryland is a grassroots organization dedicated to education, support and advocacy for those affected by mental illness, their families, and the wider community. *We are the voice on mental illness in Maryland.*

NAMI Maryland works to improve the lives of those affected by mental illness. Because of redoubled outreach efforts, our visibility as a trusted and reliable resource on mental illness has increased to a **statewide network of more than 57,000 families, individuals, community-based organizations, and service providers.**

We have advanced as a trusted partner on more than 60 state taskforces, coalitions, and other consensus-building opportunities that ensure we are able to positively influence policy decisions and improve the systems that affect our stakeholders.

NAMI Maryland is a unifying voice and a skilled provider of knowledge and expertise at the grassroots level.

# SHARE OUR VISION

NAMI Maryland brings people together to tackle our community's mental health needs and to invest in lasting changes that improve lives. The partnership between businesses, Maryland citizens, and local agencies has a strong impact on our community. Together, grassroots organizations, community-based businesses, large employers, and Maryland families can transform lives.

When people's basic mental health needs are met, they perform better at work, have a positive effect on family members and friends, and are more productive citizens in our community.

**You are invited to partner with NAMI Maryland and be a champion of mental health in your community.** Show how your organization cares about your employees, customers, clients, and the one in five Marylanders affected by mental illness.

Your commitment to being a **NAMI Maryland Community Partner** indicates your desire to be a critical investor in your community. Together, we will demonstrate the importance of community awareness and motivate your employees to get involved with mental health awareness.

Set an example and make a difference with a corporate donation to NAMI Maryland. All partners receive a plaque for display at your workplace that recognizes the year and level of partnership.



# PARTNERSHIP BENEFITS:

Your commitment to become a **NAMI Maryland Community Partner** indicates your desire to be a critical investor in our community. Together, we will demonstrate the importance of community awareness and motivate employees to participate in improving mental health.

## Here are just a few ways you can join us in this effort:

- Commit to making a NAMI Maryland mental health awareness campaign a priority in your organization.
- Make payroll deductions for donations to NAMI Maryland available to your employees.
- Create a NAMIWalks team and "Walk Your Way" with us.
- Offer incentives or prizes for employees who participate and engage with NAMI Maryland.
- Provide information about NAMI's events and resources and share information about local support groups and education programs throughout your organization.
- Commit to a Matching Employee Gift Program.

**NAMI Maryland Community Partners** is a program developed by NAMI Maryland to provide a charitable giving platform for businesses and organizations. **Set an example** and make a difference in our community with a donation to NAMI Maryland.

All partners receive a plaque for display at your workplace that recognizes the year and your level of partnership.

## PUBLIC RECOGNITION & EDUCATION

	\$25K	\$20K	\$15K	\$10K	\$7.5K	\$5K	\$2.5K
Press release to announce partnership	✓	✓					
Logo and Name included in NAMI Maryland's Annual Report	✓	✓	✓				
Mental health wellness education presentation to your employees	✓	✓	✓	✓	✓		
Logo, Name, and Link on NAMI Maryland's website	✓	✓	✓	✓	✓	✓	✓

Higher partnership opportunities are available upon request.

# PARTNERSHIP BENEFITS:

PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	IRIS
\$25K	\$20K	\$15K	\$10K	\$7.5K	\$5K	\$2.5K

## AWARDS DINNER

Inclusion on all event fliers, signage at registration, and 1 social media shout-out	✓						
Prominent signage on all pre-dinner reception tables and full-page ad in the official program	✓	✓					
1/4 page ad in event program and inclusion in all electronic announcements regarding the event	✓	✓	✓	✓			
Number of Awards Dinner registrations (subject to partnership level)	8	5	4	3	3	2	2

## NAMIWALKS MARYLAND

Logo on all NAMIWalks marketing emails	✓						
Organization logo present during virtual or in-person walk programming	✓						
Sponsor booth at in-person Walk or virtually on NAMIWalks website	✓	✓					
Featured on the official NAMIWalks t-shirt and NAMIWalks website	✓	✓	✓				
NAMIWalks team fundraising page	✓	✓	✓	✓			

Higher partnership opportunities are available upon request.

# PARTNERSHIP BENEFITS:

\$25K    \$20K    \$15K    \$10K    \$7.5K    \$5K    \$2.5K

## ANNUAL CONFERENCE

Logo included in all event emails							
Program Advertisements	<b>Full page</b>	<b>1/2 page</b>	<b>1/4 page</b>				
Logo and recognition included in the digital event bag and post-event announcements							
Sponsorship recognition on the conference website and in the official program							
Complimentary Conference Registrations (subject to partnership level)	<b>5</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>1</b>

## VOICES OF EXPERIENCE

Public recognition and branding for all events							
Listing in online announcements							
Program advertisement at one Voices of Experience event	<b>Lead</b>	<b>Close</b>	<b>Full page</b>	<b>1/2 page</b>	<b>1/4 page</b>		
Name and logo listed in program	<b>Two events</b>	<b>Two events</b>	<b>Two events</b>	<b>One event</b>	<b>One event</b>	<b>One event</b>	<b>One event</b>
Complimentary VIP Reception Registrations	<b>4</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>1</b>

All opportunities are subject to change to meet COVID guidelines and other restrictions. Should any in-person opportunities be unavailable, the partner will be compensated with additional virtual recognition as needed.

# PARTNER CONFIRMATION

PREMIER \$25,000

DIAMOND \$20,000

SILVER \$7,500

PLATINUM \$15,000

BRONZE \$5,000

GOLD \$10,000

IRIS \$2,500

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

## PAYMENT:

**Check enclosed (Make payable to NAMI Maryland)** Please mail checks to:  
10632 Little Patuxent Pkwy, Suite 454  
Columbia, MD 21044

**Credit Card. Please call 410-884-8691**

For your tax records, our Tax ID# is **52-1295484**. Please forward logo and ad information to:

[connection@namimd.org](mailto:connection@namimd.org).

Questions? Contact Danielle at [connection@namimd.org](mailto:connection@namimd.org) | **410-884-8691**



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