



Friday, May 10, 2019 \* Hearst Media Center \* 645 Albany Shaker Road Albany NY  
6:00 pm - 9:00 pm

**Fashion Show \* Cocktail Party \* Juried Art Exhibit \* Silent Auction**

The National Alliance on Mental Illness-New York State (NAMI-NYS) provides FREE and confidential education and supports to families and individuals impacted by mental illness.

We hope that we can count on you to **Change Attitudes** and **Save Lives!**

## Sponsorship Opportunities

Sponsorship Levels	Recovery \$7500	Wellness \$5,000	Inspire \$2,500	Hope \$1,000
VIP Tickets for Fashion Show	8	6	4	1
Ad in Program Book	Full Color Page	Full Color Page	1/2 Color Page	1/4 Color Page
Logo on Marketing Website Home Page: OffTheMask.org	✓	✓	✓	✓
Logo and link on Electronic Journal at Event	✓	✓	✓	✓
Logo on social media: NAMI-NYS and Off The Mask Facebook Page and Twitter mentions	✓	✓	✓	✓
Listing in All Press Releases	✓	✓	✓	✓
Logo Listing in weekly NAMI-NYS electronic newsletter: distribution to 10,000 + subscribers	✓	✓	✓	✓
Acknowledgment from stage at event	✓	✓		
Logo Recognition in formal Invitation by 3/4/2019	✓	✓		
Runway Sponsor	✓			
Candle Remembrance and In Celebration Table Sponsor	✓			

### The National Alliance on Mental Illness-New York State (NAMI-NYS) Mission:

NAMI-NYS is dedicated to the support and education of families and individuals living with serious and persistent brain disorders (mental illness). NAMI-NYS advocates for better services in the public system of care, seeks to educate the public about the myths of mental illness to eradicate stigma, and supports brain research.

For more information on Off The Mask, please contact:

Tina Lee, Community Education and Outreach Manager, NAMI-NYS: Tina @naminys.org, 518-462-2000 x 106

# Dual Sponsorship Opportunities



<b>Off the Mask</b> Friday, May 10, 2019 Hearst Media Center 645 Albany Shaker Road, Albany NY 6:00 pm - 9:00 pm	<b>NAMI-NYS</b> <b>Education Conference</b> October 25th-27th, 2019 Marriott Hotel 189 Wolf Road, Albany NY
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Dual Sponsorship Levels	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500
Off The Mask Sponsorship Opportunities	Recovery Sponsorship Plus	Wellness Sponsorship Plus	Inspire Sponsorship Plus	Hope Sponsorship Plus
Ad in NAMI-NYS Education Conference Program Book	Full Color Page	Full B-W Page	Full B-W Page	1/2 B-W Page
Logo on NAMI-NYS Education Conference Website	✓	✓	✓	✓
Logo on social media: NAMI-NYS Facebook page and twitter mentions	✓	✓	✓	✓
Listing in All Press Releases	✓	✓	✓	✓
Public Acknowledgment on Friday Night NAMI-NYS Education Conference Dinner	✓	✓	✓	✓
Table for Ten (10) at NAMI-NYS Education Conference Friday Night Dinner	✓	✓		
10' x 10' Exhibit Space at NAMI-NYS Education Conference	✓	✓	✓	✓
Materials in NAMI-NYS Education Conference bags if provided	✓	✓		
VIP Reception Invitation for NAMI-NYS Education Conference Friday Night Dinner	✓	✓	✓	✓
Registration for NAMI-NYS Education Conference	10	5	4	2

For more information on NAMI-NYS Education Conference, please contact:  
 Matthew Shapiro, Associate Director Public Affairs NAMI-NYS: [Matthew@naminys.org](mailto:Matthew@naminys.org), 518-462-2000 x 108

## Sponsor Commitment Form



<b>Name:</b> (as you wish it to appear on event materials):			
<b>Address:</b>	<b>City:</b>	<b>State:</b>	<b>Zip:</b>
<b>Contact Person:</b>			
<b>Email:</b>	<b>Phone: (    )    -</b>		

Sponsor Level: (Please check One)	Payment Method: (Please check appropriate boxes.)
<input type="checkbox"/> <b>Recovery \$7,500</b>	<input type="checkbox"/> Check (Made payable to: NAMI-NYS) <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> American Express <input type="checkbox"/> Discover
<input type="checkbox"/> <b>Wellness \$5,000</b>	<b>Credit Card #:</b> <b>EXPIRATION DATE:</b> / <b>CVC CODE:</b>
<input type="checkbox"/> <b>Inspire \$2,500</b>	<b>Cardholder Name:</b>
<input type="checkbox"/> <b>Hope \$1,000</b>	<b>Billing Address:</b> <b>Zip Code:</b>
	<b>Authorized Signature:</b> _____

### Important Deadline and Information:

- \* Formal Invitation: To be included on the invitation, sponsorship pledge and company logo must be received by **Monday, March 4, 2019**.
- \* Event Program Booklet: To be included in the Event Program Booklet, sponsorship pledge and company ad must be received by: **Tuesday, March 26, 2019**.

Ad Specs: Acceptable Formats include: PDF, EPS, JPG  
 Full Page: **8" h x 5" w**  
 Half Page: **4" h x 5" w**  
 Quarter Page: **2" h x 5" w**

Please return this form, by **Monday, March 4, 2019** to:

[Tina@naminys.org](mailto:Tina@naminys.org) or Attn: Tina Lee, NAMI-NYS, 99 Pine Street, Suite 105 Albany NY 12207

Ads and Logos email to: [Tina@naminys.org](mailto:Tina@naminys.org)

Registration and Sponsorship Available online at: [OffTheMask.org](http://OffTheMask.org)