

2023

SPONSORSHIP OPPORTUNITIES



Saturday, October 7th

BCTC Newtown Pike Campus

500 Newtown Pike Lexington, KY





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 NAMIWALKS

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 Lexington. 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 Lexington's mission of education, advocacy, support and public awareness.

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

Presenting Sponsor | \$15,000

- Speaking opportunity at your NAMIWalks event and/or eventkickoff meeting
- Logo in electronic communications
- Prominent logo on local NAMIWalks website
- Premium exhibit space including table and tent at your NAMIWalks
- Sponsor's name included in press releases / advertising
- Prominent logo on NAMIWalks event day signage
- Prominent logo on NAMIWalks poster
- Opportunity to display two banners at the NAMIWalks event
- Cross-promotion on social media and/or in electronic newsletters (8 posts, minimum)
- Prominent logo on NAMIWalks participant T-shirts
- Opportunity to have a NAMIWalks kickoff at your company office to engage employees in our goal of Mental Health for All

Premier Sponsor | \$10,000

- Logo in electronic communications
- Prominent logo on NAMIWalks Lexington website
- Premium Walk Day exhibit space including table and tent at NAMIWalks event
- Prominent logo on NAMIWalks event day signage*
- Prominent logo on NAMIWalks poster
- Opportunity to display one banner at NAMIWalks event
- Cross-promotion on social media and/or in electronic newsletters (5 posts, minimum)
- Prominent logo on NAMIWalks participant T-shirts

Platinum Sponsor | \$7,500

- Logo on local NAMIWalks website
- Exhibit space including table and tent at NAMIWalks Lexington
- Medium logo on NAMIWalks event day signage*
- Medium logo on NAMIWalks poster
- Opportunity to display one banner at NAMIWalks Lexington (must be approved by NAMI and no larger than 4 x 6 feet)*
- Cross-promotion on social media and/or in electronic newsletters (4 posts, minimum)
- Medium logo on NAMIWalks Your Way participant T-shirts

Gold Sponsor | \$5,000

- Logo on local NAMIWalks website
- Exhibit space including table and tent at your NAMIWalks event
- Logo on NAMIWalks event day signage*
- Logo on NAMIWalks poster
- Cross-promotion on social media and/or in electronic newsletters (3 posts, minimum)
- Logo on NAMIWalks Your Way participant T-shirts

Silver Sponsor | \$2,500

- Logo on local NAMIWalks website
- Exhibit space including table and tent at your NAMIWalks event
- Logo on NAMIWalks event day signage*
- Cross-promotion on social media and/or in electronic newsletters (2 posts, minimum)
- Logo on NAMIWalks participant T-shirts

Bronze Sponsor | \$1,000

- Name on local NAMIWalks website
- Exhibit space including table at NAMIWalks Lexington
- Name on NAMIWalks event day signage*
- Cross-promotion on social media and/or in electronic newsletters (1 post, minimum)
- Name on NAMIWalks participant T-shirts

Supporter Sponsor | \$500

- Name on local NAMIWalks website
- Name on NAMIWalks event day signage*
- Name on NAMIWalks participant T-shirts

Kilometer Sponsor | \$250

- Name on Kilometer sign along the walk route
- Name on NAMIWalks website

For more information on sponsorship opportunities, please contact:
Julie Joseph, NAMIWalks Manager
Direct 859-312-8675

Sponsorship Opportunities *at a glance*

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

	Presenting \$15,000	Premier \$10,000	Platinum \$7,500	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 localevent kickoff meeting*	•						
Speaking opportunity at NAMIWalks Kickoff event	•						
Opportunity to have a NAMIWalks Kickoff at your company office to engage employees	•						
Logo in electronic communication	•	•					
Opportunity to display company-provided banner	•	•	•				
Name on NAMI Lexington website	•	•	•	•			
Logo on NAMIWalks poster	•	•	•	•			
Exhibit space at your NAMIWalks event	Premium Table & Tent	Premium Table & Tent	Table & Tent	Table & Tent	Table & Tent	Table	
Cross-promotion on social media and/or in newsletters*	8	5	4	3	2	1	
Recognition on NAMIWalks participant T-shirt	Logo	Logo	Logo	Logo	Logo	Name	Name
Recognition on NAMIWalks event day signage	Logo	Logo	Logo	Logo	Logo	Name	Name
Recognition on NAMIWalks website	Logo	Logo	Logo	Logo	Logo	Name	Name

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.

*Minimum number of posts per level

Sponsorship Commitment Form

☒ Yes! We are proud to support the 2023 NAMIWalks Your Way Lexington 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.

- | | |
|---|----------|
| <input type="checkbox"/> Presenting Sponsor | \$15,000 |
| <input type="checkbox"/> Premier Sponsor | \$10,000 |
| <input type="checkbox"/> Platinum Sponsor | \$7,500 |
| <input type="checkbox"/> Gold Sponsor | \$5,000 |

- | | |
|--|---------|
| <input type="checkbox"/> Silver Sponsor | \$2,500 |
| <input type="checkbox"/> Bronze Sponsor | \$1,000 |
| <input type="checkbox"/> Supporter Sponsor | \$500 |
| <input type="checkbox"/> Kilometer | \$250 |

Company name:

Contact name:

Address:

City:

State:

Zip:

Phone:

Fax:

Website:

Email address:

- ☐ Check enclosed (please make payable to NAMI Lexington)
- ☐ Credit card payments accepted online at www.namiwalks.org/lexington
- ☐ Please send an invoice

For your records, our Tax ID# is 31-1154645. Please forward logo or any questions to:

Julie Joseph, julierebecca@namilex.org

PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI Lexington, 498 Georgetown Street, Suite 100, Lexington, KY 40508

NAMI Lexington

859-272-7891 • www.namiwalks.org/lexington • namiwalks@namilex.org

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

