



# NAMI Walks

National Alliance on Mental Illness

#StigmaFree

## 20 Proposal for Sponsorship 19



Stan Obert Photographer

Saturday, May 18, 2019  
Centennial Center Park

National NAMIWalks Elite Sponsor



National Walk Partner

# NAMIWalks Colorado

Located in Denver, Colorado, NAMI Colorado 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 Colorado 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 Colorado is a 501 (C)(3) mental health organization.

To register a team online,  
visit [www.namiwalks.org/colorado](http://www.namiwalks.org/colorado)

## NAMI Walks Reach 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 2018, 88 NAMIWalks events raised over \$11.5 million to support local programs and initiatives that improve the lives of persons affected by mental illness.

## Who Walks with NAMI?

NAMI Walks 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. All participants are encouraged to collect donations. All walkers raising \$100 or more receive a commemorative NAMIWalks t-shirt.



 **nami**  
National Alliance on Mental Illness  
**Walks**

About

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National Alliance on Mental Illness

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.

# Sponsorship Opportunities

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

## Sponsor Benefits

	Premier	Presenting	Major	Gold	Silver	Start/Finish Line	Kick-off Event	Bronze	Non-Profit Supporter	Supporter	Kilometer
Recognition at Kick-off Event	✓	✓									
Stage appearance on walk day	✓	✓									
Listing in electronic communication	✓	✓									
Logo on stage banner on walk day	✓	✓	✓								
Sponsor's name included in press release	✓	✓	✓								
Logo on walk day signage	✓	✓	✓	✓	✓	✓	✓	✓			
Walk day table	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Logo on event poster	✓	✓	✓	✓	✓	✓	✓	✓			
Logo on NAMIWalks brochure	✓	✓	✓	✓	✓	✓	✓	✓			
Logo displayed on website	✓	✓	✓	✓	✓	✓	✓	✓			
Logo on NAMIWalks t-shirt	✓	✓	✓	✓	✓	✓	✓	✓			
Name listed on walk day signage, web site, and t-shirt									✓	✓	
Name listed on walk day signage and website											✓
	\$15,000	10,000	7,500	5,000	2,500	1,500	1,500	1,000	500	500	250

Please note: some benefits subject to print deadlines.

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.



# 2018 Top Sponsors

National NAMIWalks Elite Sponsor: Alkermes, Royal Crest Dairy, Highlands Behavioral Health Systems, Anchor Point Foundation, Waste Management, Citywide Banks, Centennial Peaks Hospital, HealthOne Behavioral Health & Wellness Center, Gusto, City of Centennial, Otsuka Pharmaceuticals, Children's Hospital Colorado, Clear View Behavioral Health, Adams Mystery Playhouse, Jefferson Center for Mental Health, Pinnacle Real Estate Services Inc, Neurocrine Biosciences Inc, Colorado Recovery, Mile High Psychiatry, Juniper Village

## Sponsorship Confirmation Form

Yes! We are proud to support the 2019 Colorado 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"/> Kick-off Event Sponsor       | 1,500 |
| <input type="checkbox"/> Presenting Sponsor        | 10,000   | <input type="checkbox"/> Bronze Sponsor               | 1,000 |
| <input type="checkbox"/> Major Sponsor             | 7,500    | <input type="checkbox"/> Non-profit Supporter Sponsor | 500   |
| <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   |
| <input type="checkbox"/> Start/Finish Line Sponsor | 1,500    |   |       |

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 March 1, 2019. 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 Walk Day, otherwise you will be listed by name only on the shirt.

- Check enclosed (please make payable to NAMI Colorado)
- Credit card payments accepted online at [www.namiwalks.org/colorado](http://www.namiwalks.org/colorado)
- Please send an invoice
- Please reserve an exhibit table and 2 chairs (\$1000 and above sponsorships, \$500 and above non-profit sponsorships)
- We will not be using our included exhibit space

For your records, our Tax ID# is 74-2240544. Please forward logo or any questions to: [info@namicolorado.org](mailto:info@namicolorado.org)

**PLEASE MAIL SPONSORSHIP CHECKS TO:** NAMI Colorado, 2280 S. Albion St., Denver, CO 80222

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



National Alliance on Mental Illness

# nAMI Walks

**NAMI Colorado**

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