



nAMIwalks

National Alliance on Mental Illness

#StigmaFree

20 Proposal for Sponsorship 19



Sunday, May 5, 2019
Educational Testing Service
Princeton, New Jersey

National NAMIWalks Elite Sponsor



National Walk Partner

NAMIWalks Mercer County NJ

Located in Hamilton, New Jersey, NAMI Mercer NJ, Inc. 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 Mercer NJ, Inc. 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 Mercer NJ, Inc. is a 501 (C)(3) mental health organization.

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

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.



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About



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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 the New Jersey Capital Area affected by mental illness.

Sponsor Benefits

	Premier	Presenting	Major	Gold	Kick-off Event	Silver	Start/Finish Line	Bronze	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 booth space or tent	✓	✓	✓	✓						
Complimentary walk day table	✓	✓	✓	✓	✓					
Logo on event poster	✓	✓	✓	✓	✓	✓	✓			
Logo on NAMIWalks brochure	✓	✓	✓	✓	✓	✓	✓	✓		
Logo displayed on website	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Logo on NAMIWalks t-shirt	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Listing on NAMIWalks website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor's logo/name on route sign										✓
	\$15,000	10,000	7,500	5,000	3,500	2,500	1,500	1,000	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. Reduced rate Wellness Fair walk day tables are available for \$250 - \$2,500 sponsors.



2018 Top Sponsors

National NAMIWalks Elite Sponsor: Alkermes
UBS
Janssen Pharmaceuticals
Otsuka
Alexander Road Associates
Summit Oaks Hospital
JCL Financial Group, LLC
PRIDE Industries
ACADIA Pharmaceuticals
Actify Neurotherapies
Carrier Clinic
Catholic Charities - Diocese of Trenton

Dunmore Corporation
High Focus Centers
Houghton Contracting
MacLean Agency
Mercadien
NAMI NJ
New Jersey Natural Gas
Penn Medicine Princeton House
PerformCare
Sargent Wealth Management
Stark and Stark
Studio Hillier

Wawa Foundation
Borden Perlman
Disability Rights NJ
Hampton Behavioral Health
Princeton Center for Dental Aesthetics
Princeton Medical Institute
Withum
Kivler Communications
Dr. Karen Marquis
Neuman Management Associates

Sponsorship Confirmation Form

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

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 February 10. 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 Mercer County NJ)
- Credit card payments accepted online at www.namiwalks.org/mercercounty
- Please send an invoice
- Please reserve an exhibit booth space (\$5,000 & above sponsorships)
- Please reserve an exhibit table and 2 chairs (\$2,500 & above sponsorships)
- We will not be using our included exhibit space

For your records, our Tax ID# is 22-2587453. Please forward logo or any questions to: walk@namimercer.org

PLEASE MAIL SPONSORSHIP CHECKS TO: NAMI Mercer NJ, Inc, 1235 Whitehorse Mercerville Road, Bldg C, Ste 303, Hamilton, NJ 08619

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



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NAMI Mercer County NJ, Inc.

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