NAMIWalks

National Alliance on Mental Illness

#StigmaFree

2019 Proposal for Sponsorship

Saturday
September 28, 2019
Belle Isle Park
(2 Inselruhe Ave., Detroit, MI, 48207)

National NAMIWalks Elite Sponsor

Alkermes®

HBC FOUNDATION: HEADFIRST

Takeda

Lundbeck

National Walk Partner

NAMIWalks Michigan

Located in Lansing, Michigan, NAMI Michigan 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 Michigan 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 Michigan is a 501 (C)(3) mental health organization.

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

NAMIWalks Reaches 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?

NAMIWalks events 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. There is no registration fee, however, all participants are encouraged to collect donations to support NAMI's no-cost programs and services in their community. All walkers raising $100 or more receive a commemorative NAMIWalks t-shirt.

About NAMI

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 Southeast Michigan affected by mental illness.

Sponsor Benefits

	Premier	Presenting	Major	Gold	Silver	Start/Finish Line	Kick-off Event	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	✓	✓	✓	✓						
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										✓
Please note: some benefits subject to print deadlines.	$15,000	10,000	7,500	5,000	2,500	1,500	1,500	1,000	500	250

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.

NAMIWalks
National Alliance on Mental Illness

2018 Top Sponsors

National NAMIWalks Elite Sponsor:
Alkermes
Detroit Wayne Mental Health Authority
CNS Healthcare
Beaumont Health
Oakland Community Health Network
Hegira
Havenwyck Hospital
Cedar Creek Hospital of Michigan
The Guidance Center
Stonecrest Center
Northeast Guidance Center
Molina Healthcare
Henry Ford Behavioral Health System
Meridian Health Plan
STEP
Team Wellness
Dominique Fischer Memorial Foundation
New Oakland Family Centers
Texas de Brazil
Genesee Health System
Development Centers
Caliber Home Loans (Wells Fargo)
Harbor Oaks Hospital
St. Clair CMH
Easterseals Michigan
Diplomat Pharmacy
Michigan Association of Community Mental Health Boards
Michigan Assisted Living
Michigan Psychiatric Society

Sponsorship Confirmation Form

Yes! We are proud to support the 2019 Michigan 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.

☐ Premier Sponsor	$15,000	☐ Start/Finish Line Sponsor	1,500
☐ Presenting Sponsor	10,000	☐ Kick-off Event Sponsor	1,500
☐ Major Sponsor	7,500	☐ Bronze Sponsor	1,000
☐ Gold Sponsor	5,000	☐ Supporter Sponsor	500
☐ Silver Sponsor	2,500	☐ 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 July 26, 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 Michigan)
- ☐ Credit card payments accepted online at www.namiwalks.org/michigan
- ☐ 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 38-2643038. Please forward logo or any questions to:
Briana Sallis (bsallis@namimi.org)

PLEASE MAIL SPONSORSHIP CHECKS TO:
NAMI Michigan, 401 S. Washington Square, Suite #104, Lansing, MI 48933

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

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NAMI Michigan
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