



**Proposal for Sponsorship**  
**Saturday, October 10, 2020**  
**Virtual Event**  
**Register a team online:**  
**[www.namiwalks.org/sanmateo](http://www.namiwalks.org/sanmateo)**

## **NAMIWalks San Mateo County**

A mental health walk hosted by  
**NAMI San Mateo County**  
**San Mateo, CA**

As a NAMI affiliate, we raise awareness and provide 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. We are 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. We are a 501(c)(3) mental health organization.

## **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 2019, more than 100 NAMIWalks events raised \$12.3 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.

National Elite Sponsor



National Lead Sponsor



National Partner



# Sponsor Benefits

Please note: some benefits subject to print deadlines.

Level of sponsorship your company selects:

- Advocacy (\$5,000)
- Living Well (\$2,500)
- Support (\$1,500)
- Acceptance (\$1,000)
- Awareness (\$500)
- Stigma Free (\$250)

|   | Advocacy                            | Living Well                         | Support                             | Acceptance                          | Awareness                           | Stigma Free                         |
|---|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Mental Health 101 presentation for Sponsor  | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| Corporate Team Fundraising page             | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| Sponsor's name included in press release    | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| Sponsor video during virtual celebration    | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| Article on Sponsorship in newsletter        | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| Email sponsor's offer to all participants   | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| 2 social media posts                        | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| Listing in electronic communication (email) | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            |
| Logo or Listing in newsletter               | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            |
| Logo or Listing on NAMIWalks t-shirt        | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Logo or listing on NAMIWalks website        | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
|   | \$5,000                             | \$2,500                             | \$1,500                             | \$1,000                             | \$500                               | \$250                               |

- We authorize NAMI to include our name and/or logo on all the materials printed for the event consistent with our sponsorship selection above.

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 **August 15, 2020**  
 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 San Mateo County
- Credit card payments accepted online at [www.namiwalks.org/sanmateo](http://www.namiwalks.org/sanmateo)
- Please send an invoice
- Please reserve an exhibit booth space (If offered at your sponsor level)
- Please reserve an exhibit table and 2 chairs (If offered at your sponsor level)
- We will not be using our included exhibit space

For your records, our Tax ID# is 94-2650681

Please forward logo or any questions to: [walks@namisanmateo.org](mailto:walks@namisanmateo.org)

PLEASE MAIL SPONSORSHIP CHECKS TO: 2755 Campus Drive, #210, San Mateo, CA 94403