Proposal for Sponsorship

2020

NAMIWalks Your Way Northern Virginia: A Virtual Event
Saturday, October 10, 2020
Located in Chantilly, Virginia, NAMI Northern Virginia raises awareness and provides essential education, advocacy and support group programs at no cost for people living with a mental health condition and their loved ones right here in our community. NAMI Northern Virginia 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 Northern Virginia is a 501(c)(3) nonprofit organization.

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

NAMIWalks Your Way Reaches Out to a Nation In Need

This year presents an extraordinary challenge and never have we at NAMI felt the need so strongly. NAMIWalks’ public, active display of support for people affected by mental health conditions — this uncertain year in particular — is one important way we are helping change how Americans view people with a mental health condition. NAMIWalks Your Way will bring together individuals and businesses in a far-reaching campaign to help raise funds, combat stigma and promote awareness. Last year alone, 103 NAMIWalks events in 41 states raised over $12.5 million to support local programs and initiatives.

Who Walks with NAMI?

NAMIWalks events have always attracted and engaged 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. This year’s virtual edition is no exception. Although there is no registration fee, all participants are encouraged to collect donations to support NAMI’s free, top-rated programs and services in the community. Participants raising $100 or more receive a 2020 NAMIWalks T-shirt.

About NAMI

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.
There are numerous ways corporations and organizations can partner with NAMIWalks to help build better lives for families and individuals in Alexandria, Arlington, Falls Church, Fairfax County, and Loudoun County affected by mental health conditions.

### Sponsorship Opportunities

There are numerous ways corporations and organizations can partner with NAMIWalks to help build better lives for families and individuals in Alexandria, Arlington, Falls Church, Fairfax County, and Loudoun County affected by mental health conditions.

**Sponsorship Opportunity 2020**

- **NAMIWalks**

### Sponsor Benefits

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>$10K</th>
<th>$7.5K</th>
<th>$5K</th>
<th>$2.5K</th>
<th>$1.5K</th>
<th>$1K</th>
<th>$500</th>
<th>$250</th>
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<tbody>
<tr>
<td>Recognition at Kick off Event</td>
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<td>Recognition as Founding Member of Business Leadership Circle</td>
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<td>Video ad/message during virtual walk day program</td>
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<td>Listing in electronic communication</td>
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<td>Corporate team fundraising page</td>
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<td>Logo on timeline of virtual walk day</td>
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<td>Two social media posts (agreed upon copy/creative)</td>
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<td>Static ad during virtual walk day program</td>
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<td>Logo on digital flyer</td>
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<td>Logo displayed on website</td>
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<td>Logo on NAMIWalks t-shirt</td>
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<td>Acknowledgement during virtual walk day program</td>
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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.
Yes! We are proud to support the 2020 Northern Virginia NAMIWalks Your Way virtual 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.

Company name: _________________________________________________________________________
Contact name:  __________________________________________________________________________
Address: _______________________________________________________________________________
City: ___________________________________   State: ___________________  Zip: __________________
Phone: ____________________ Fax: _________________ Website: ________________________________
Email address: ___________________________________________________________________________

☐ Presenting Sponsor $10,000  ☐ Start/Finish Line 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

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

For your records, our Tax ID# is 51-0241920. Please forward logo or any questions to:
walkmanager@nami-nova.org

PLEASE MAIL SPONSORSHIP CHECKS TO:
NAMI Northern Virginia, P.O. Box 8693 Reston, VA 20195 OR to confirm/pay for your sponsorship ONLINE, go to namiwalks.org/northernvirginia and click on “DONATE TO THIS EVENT”

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

NAMI Northern Virginia
Phone 571-458-7310 x105 • www.namiwalks.org/northernvirginia
walkmanager@nami-nova.org • TAX ID # 51-0241920