# NAMI

National Alliance on Mental Illness

# Walks

## 2017 | Proposal for Sponsorship

#StigmaFree

**Saturday, May 6, 2017**

**Montgomery County Community College**

**Blue Bell, PA**

National NAMIWalks Elite Sponsor

Alkermes®

The Allergan Foundation

National NAMIWalks Sponsor

Takeda

Lundbeck

National Walk Partner

# NAMIWalks Greater Philadelphia

NAMIWalks Greater Philadelphia and its dedicated volunteers work together to identify the needs of our community, replace stigma with understanding and support those living with mental illness and their loved ones. NAMI PA Montgomery County, located in Lansdale, Pennsylvania, raises awareness and provides essential education, advocacy and support group programs at no cost for the people in our community. NAMI PA Montgomery County is 501(C)(3) mental health organization.

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

## Participant Information

All participants are encouraged to collect donations from family members, friends, co-workers and business associates. All walkers raising $100 or more receive a NAMIWalks event t-shirt.

## Walk Teams and Participation

Co-workers, community groups, families and groups of friends are encouraged to organize teams of walkers.

## NAMIWalks Nationwide

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 2016, 79 NAMIWalks events raised over $10 million to support local programs and initiatives that improve the lives of persons affected by mental illness.

## 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.

# SPONSORSHIP OPPORTUNITIES

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

NAMI National Alliance on Mental Illness Walks

| Sponsor Benefits | Premier | Presenting | Major | Gold | Silver | Anniversary | 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 | ✓ | ✓ | ✓ | | | | | | | |
| Walk day booth space or tent | ✓ | ✓ | ✓ | ✓ | | | | | | |
| Logo on walk day signage | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | |
| Walk day table | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | |
| Logo on event poster | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | |
| Recognition in Local NAMI Monthly Newsletter | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Logo displayed on website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Logo on NAMIWalks t-shirt Listing on NAMIWalks website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Company Information on Resource Table | | | | | | | ✓ | ✓ | ✓ | ✓ |
| 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 | 2,000 | 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 the food and beverages.

## 2016 Top Sponsors

National NAMIWalks Elite Sponsor: Alkermes
NeuroStar TMS Therapy
Magellan Healthcare
Sunovion Pharmaceuticals, Inc
Walmart #2236, Harleysville
Access Services
Belmont Behavioral Hospital
Brooke Glen Behavioral Hospital
Friends Hospital
PRA Health Sciences
Progressions Behavioral Health Services, Inc.
Takeda Pharmaceuticals USA & Lundbeck
Keystone First
Otsuka
Walmart #5649, Warrington
Horsham Clinic
NHS
Creative Health Services, Inc.
CATCH, Inc
DBHIDS
Fairmount Behavioral Health System
Janssen Pharmaceuticals, Inc.
Carelink
Central Behavioral Health
Hedwig House
Mental Health Association of Southeastern PA
MontCo CSP
Penn Foundation
Rubin and Badame Attorneys at Law, PC
Whitemarsh Behavioral Health Care
New Vitae Wellness and Recovery
Abington Health Lansdale Hospital
Project Transition
Tikvah/ AJMI

# SPONSORSHIP CONFIRMATION FORM

Yes! We are proud to support the 2017 NAMIWalks Greater Philadelphia 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 | ☐ Anniversary | 2,000 |
| ☐ 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 |

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 3. 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 NAMIWalks Greater Philadelphia)
- ☐ Credit card payments accepted online at www.namiwalks.org/greaterphiladelphia
- ☐ Please send an invoice
- ☐ Please reserve an exhibit booth space ($5,000 & above sponsorships)
- ☐ Please reserve an exhibit table and 2 chairs ($2,000 & above sponsorships)
- ☐ We will not be using our included exhibit space

For your records, our Tax ID# is 23-3072123. Please forward logo or any questions to: eroberts@namimontcopa.org

**PLEASE MAIL SPONSORSHIP CHECKS TO:**
NAMIWalks Greater Philadelphia, 100 W. Main Street, Suite 204, Lansdale, PA 19446

NAMIWalks Greater Philadelphia
215-361-7784
www.namiwalks.org/greaterphiladelphia
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TAX ID #23-3072123

NAMIWalks
National Alliance on Mental Illness

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