2023 SPONSORSHIP OPPORTUNITIES

MENTAL HEALTH for all

NAMI Walks San Mateo County

Saturday, October 14

Seal Point Park
San Mateo, CA
With NAMIWalks, it’s not how far we walk, it’s how far we’ve come.

With sponsors, it’s not only how much you have helped us in the past, it’s also how your help has allowed us to prepare for the future. And for new sponsors, it’s the ideal moment to discover the power that your participation can add to the movement.

As the conversation surrounding mental health has become energized like never before, our dream of Mental Health for All has emerged as a goal within reach. We believe that your sponsorship will continue to make all the difference.

NAMIWalks is the largest, most vibrant mental health event series in the country. It is presented by NAMI, the National Alliance on Mental Illness, known locally as NAMI San Mateo County. Over the past year alone, NAMIWalks has surged to new levels of popularity and impact, leading NAMI to be recognized as the Peer-to-Peer Fundraising Organization of the Year! Taking place in more than 120 locations, NAMIWalks invites participants to share their stories, build community and walk together to achieve Mental Health for All.

Funds raised directly support NAMI San Mateo County’s mission of education, advocacy, support and public awareness. We are proud to embrace our role as a leader in the field, and grateful to our partners in helping to make this possible.
NAMIWalks is proud to help build better lives for people living in San Mateo County affected by mental health conditions. We are grateful to our partners for making this possible.

In order to be included on all print materials commitments must be made by ____________________________

Benefits may vary by location. If a physical event can’t take place, comparable benefits will be given. Safety is of the highest priority. 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.

*Benefit is subject to print deadlines

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>TIER OF IMPACT at a glance</th>
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<tbody>
<tr>
<td>NAMIWalks 2023 Sponsorship Opportunities</td>
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<table>
<thead>
<tr>
<th>Benefits</th>
<th>Presenting</th>
<th>Premier</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Supporter</th>
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<tbody>
<tr>
<td>Speaking opportunity at your local NAMIWalks event, during your choice of ceremony and/or local event kickoff meeting</td>
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<td>Dedicated press release announcing sponsorship</td>
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<tr>
<td>“Presented by” naming rights with logo included on select customized materials</td>
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<td>Logo in all scheduled participant electronic communications starting 80 days from the event date (minimum of 20)</td>
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<td>Opportunity to display company-provided banner</td>
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<td>Name included in press releases</td>
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<tr>
<td>Logo on NAMIWalks poster*</td>
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<td>Logo recognition at Cultivation Events*</td>
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<tr>
<td>Exhibit space at your NAMIWalks event*</td>
<td>Premium Table &amp; Tent</td>
<td>Table &amp; Tent</td>
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<td>Promotion on social media and/or in newsletters, pre and post event</td>
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<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Recognition on NAMIWalks participant T-shirts*</td>
<td>Large logo</td>
<td>Large logo</td>
<td>Medium logo</td>
<td>Small logo</td>
<td>Name</td>
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<tr>
<td>Recognition on NAMIWalks event day signage*</td>
<td>Logo</td>
<td>Logo</td>
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<tr>
<td>Recognition on local NAMIWalks website</td>
<td>Logo</td>
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<tr>
<td>Logo recognition on one NAMIWalks route sign*</td>
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SPONSORSHIP COMMITMENT FORM

☐ Yes! We are proud to support the 2023 NAMIWalks San Mateo County 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.

☐ Presenting Sponsor $15,000  ☐ Silver Sponsor $5,000
☐ Premier Sponsor $10,000  ☐ Bronze Sponsor $2,500
☐ Gold Sponsor $7,500  ☐ Supporter Sponsor $1,000

☐ Event Experience Sponsorship (Name) ___________________________ $ _________

Company name: _______________________________________________________
Contact name: _______________________________________________________
Address: ______________________________________________________________
City: ___________________________ State: ___________ Zip: ________________
Phone: ___________________________ Fax: __________________ Website: ______________
Email address: _________________________________________________________

☐ Check enclosed (please make payable to NAMI San Mateo County)
☐ Credit card payments accepted online at www.namiwalks.org/sanmateo
☐ Please send an invoice

☐ Yes, we plan to use our exhibit space on Walk Day (bronze level and higher):
   Walk Day contact name: ____________________________________________
   Walk Day contact email: ____________________________________________

☐ No, we do not plan to use our exhibit space on Walk Day (bronze level and higher).

☐ Yes, we would like to host a corporate team for NAMIWalks:
   Team Captain name: ____________________________________________
   Team Captain email: ____________________________________________

PLEASE MAIL SPONSORSHIP CHECKS TO:
NAMI San Mateo County
1730 S. Amphlett Blvd. Ste. 308
San Mateo, CA 94402

PLEASE EMAIL SPONSORSHIP LOGO TO:
Olivia Heffernan - olivia@namisanmateo.org

Terms and Conditions for all Sponsorship Levels
Sponsor warrants and represents that all its products and services comply with all applicable federal, state and local laws and regulations. NAMI has the right to immediately cancel this sponsorship agreement in the event that Sponsor has: a) Had its license(s) revoked by any governmental authority exercising jurisdiction over Sponsor; b) Sponsor has voluntarily surrendered its license(s) after being cited for misconduct by any governmental authority exercising jurisdiction over that party; c) Sponsor has been alleged to have willfully violated the laws, rules or regulations of any jurisdiction or any governmental authority exercising jurisdiction over Sponsor; d) Otherwise violated the terms of sponsorship, which will be determined at the sole discretion of NAMI.