



NAMI

National Alliance on Mental Illness

Walks



NAMI

National Alliance on Mental Illness

Runs

Proposal for Sponsorship



2018



NAMIWalks/Runs
San Diego County
Saturday, April 28, 2018
2455 Cushing Road, San Diego, CA 92106
NTC Park in Liberty Station



#StigmaFree

National NAMIWalks Elite Sponsor



National Walk Partner

NAMIWalks/Runs San Diego County

Located in San Diego, California, NAMI San Diego and NAMI North Coastal 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. NAMI San Diego and NAMI North Coastal are both nonprofit, grassroots organizations that address the mental health needs of their community, replace stigma with understanding and help thousands of families and individuals each year. NAMI San Diego and NAMI North Coastal are 501 (c)(3) mental health organizations.

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

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 2017, 80 NAMIWalks events raised over \$11 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 San Diego County affected by mental illness.



Sponsor Benefits

	Premier	Presenting	Major	Gold	Kick-off Event	Silver	Start/Finish Line	Bronze	Supporter	Kilometer
Stage appearance on walk day	✓									
Listing in electronic communications	✓	✓								
Listing included in press release	✓	✓	✓							
Logo on stage banner on walk day	✓	✓	✓	✓						
Walk day VIP tent	✓	✓	✓	✓						
Recognition at Kick-off Event	✓	✓	✓	✓	✓					
Sponsor logo on walk day brochure	✓	✓	✓	✓	✓	✓				
Sponsor logo on walk t-shirt	✓	✓	✓	✓	✓	✓	✓			
Logo on walk website	✓	✓	✓	✓	✓	✓	✓	✓		
Listing on walk website	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Exhibit table and name on route sign	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	\$15,000	10,000	7,500	5,000	3,500	2,500	1,500	1,000	500	250

Please note: 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.

2017 Top Sponsors

National NAMIWalks Elite Sponsor: Alkermes
Partner: County of San Diego Health and Human Services Agency/Live Well San Diego

UC San Diego, Department of Psychiatry
Alkermes
Optum San Diego
Union Bank
Enlighten Study
Aurora Behavioral Health Care San Diego
Telecare Corporation
Sharp Mesa Vista Hospital
Magellan Health Care
Alpine Special Treatment Center
Care 1st Health Plan
San Diego Regional Center for the Developmentally Disabled
Community Health Group

Artemis Institute for Clinical Research
Thrivent Financial
Univision San Diego
Wawanesa Insurance
MHS-Mental Health Systems
Aimloan.com
Community Research Foundation
Exodus Recovery, Inc.
Legal Aid Society of San Diego/Consumer Center for Health Education and Advocacy
Janssen Pharmaceuticals, Inc.
Resilience Naturopathic
RI International
Tri-City Medical Center
UPAC
West Coast Group Benefits

Sponsorship Confirmation Form

Yes! We are proud to support the 2018 San Diego County NAMIWalks/Runs 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.

- | | | | |
|---|----------|--|-------|
| <input type="checkbox"/> Premier Sponsor | \$15,000 | <input type="checkbox"/> Silver Sponsor | 2,500 |
| <input type="checkbox"/> Presenting Sponsor | 10,000 | <input type="checkbox"/> Start/Finish Line Sponsor | 1,500 |
| <input type="checkbox"/> Major Sponsor | 7,500 | <input type="checkbox"/> Bronze Sponsor | 1,000 |
| <input type="checkbox"/> Gold Sponsor | 5,000 | <input type="checkbox"/> Supporter Sponsor | 500 |
| <input type="checkbox"/> Kick-off Event Sponsor | 3,500 | <input type="checkbox"/> Kilometer Sponsor | 250 |

Company name: _____

Contact name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Website: _____

Email address: _____

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 Diego)
- Credit card payments accepted online at www.namiwalks.org/sandiegocounty or call 858-634-6580
- Please send an invoice
- Please reserve an exhibit table and 2 chairs (benefit to all sponsors)
- We will not be using our included exhibit space

For your records, our Tax ID# is 33-0122462. Please forward logo or any questions to: walk@namisd.org or call 858-634-6580.

PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI San Diego, 5095 Murphy Canyon Road, Suite 320, San Diego, CA 92123

NAMI San Diego and NAMI North Coastal
858-634-6580
www.namiwalks.org/sandiegocounty
walk@namisd.org
TAX ID #33-0122462



National Alliance on Mental Illness

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