



National Alliance on Mental Illness

Walks



National Alliance on Mental Illness

Runs

#StigmaFree

20 Proposal for Sponsorship 19



NAMIWalks/Runs
San Diego County
Saturday, April 27, 2019
NTC Park in Liberty Station
San Diego, CA 92106

National NAMIWalks Elite Sponsor



National Walk Partner

NAMIWalks/Runs San Diego County

Located in San Diego, NAMI San Diego raises awareness and provides essential education, advocacy and support programs at no cost for people living with mental illness and their loved ones right here in our community. NAMI San Diego 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 San Diego is a 501 (C)(3) nonprofit organization.

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

NAMIWalks/Runs Reaches a Nationwide Audience

NAMIWalks/Runs' 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/Runs brings together individuals and businesses to help raise funds, combat stigma and promote awareness. NAMIWalks/Runs is NAMI's largest and most successful mental health awareness and fundraising event. In 2018, 88 NAMIWalks/Runs events raised over \$11.5 million to support local programs and initiatives that improve the lives of persons affected by mental illness.

Who Walks/Runs with NAMI?

NAMIWalks/Runs 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.



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About



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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	Start/Finish Line	Silver	Kick-off Event	Bronze	Supporter	Kilometer
Stage appearance at NAMIWalks	✓									
Name included in electronic communications	✓	✓								
Name included in press release	✓	✓	✓							
Logo on stage banner at NAMIWalks	✓	✓	✓	✓						
Access to NAMIWalks VIP tent	✓	✓	✓	✓						
Corporate Banner displayed at NAMIWalks (banner provided by sponsor)	✓	✓	✓	✓	✓					
Logo on NAMIWalks brochure	✓	✓	✓	✓	✓	✓				
Recognition at Kick-off Event	✓	✓	✓	✓	✓	✓	✓			
Logo on NAMIWalks t-shirt	✓	✓	✓	✓	✓	✓	✓			
Logo on NAMIWalks website	✓	✓	✓	✓	✓	✓	✓	✓		
Listing on NAMIWalks website	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Wellness Expo 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: 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.



2018 Top Sponsors

National NAMIWalks Elite Sponsor:

Alkermes

Partner: County of San Diego HHSA Live

Well San Diego

Optum

Union Bank

UC San Diego School of Psychiatry

Care 1st

Community Health Group

Aurora Behavioral Health

Magellan Healthcare of San Diego

Sharp Mesa Vista Hospital

Alpine Special Treatment Center

Aetna Better Health of California

Alvarado Parkway Institute

Entravision

Jackson House

Molina Health

San Diego Regional Center for

Developmentally Disabled

Telecare Corporation

Torrey Pines Bank

Tri-City Medical Center

UPAC

Wawanesa Insurance

Mental Health Systems, Inc.

Community Research Foundation

Exodus Recovery Inc.

Janssen Pharmaceuticals, Inc.

Palomar Health Center

RI International

West Coast Benefits

Sponsorship Confirmation Form

Yes! We are proud to support the 2019 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"/> Kick-off Event 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"/> Start/Finish Line Sponsor	3,500	<input type="checkbox"/> Kilometer Sponsor	250

Company name: _____

Contact name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Website: _____

Email address: _____

For guaranteed inclusion of name/logo on printed materials, return form by Feb. 18, 2019. For qualified sponsors to be included on the t-shirt, your logo saved in a vector file (EPS, PS, BMP, PDF) must be received by March 7, 2019.

- Check enclosed (please make payable to NAMI San Diego)
- Credit card payments accepted online at www.namiwalks.org/SanDiegoCounty
- Please send an invoice
- Please reserve a Wellness Expo table and 2 chairs (benefit to all sponsors)
- We will not use our included Wellness Expo table

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

PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI San Diego, 5095 Murphy Canyon Rd., Ste. 320, San Diego, CA 92123

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



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858-634-6580 • www.namiwalks.org/SanDiegoCounty

walk@namisd.org • TAX ID # 33-0122462