

Proposal for Sponsorship | 2016



National Alliance on Mental Illness

Changing minds one step at a time.



NAMIWalks National Partner



Saturday, May 21, 2016
Baltimore, Maryland

NAMIWalks Maryland

Located in Columbia, Maryland, NAMI Maryland and its dedicated volunteers work together to raise awareness and provide essential education, advocacy and support group programs for people in our community living with mental illness and their loved ones. NAMI Maryland 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.

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

Companies, organizations and families are encouraged to organize teams of walkers made up of employees, organization members, relatives and friends.



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

NAMIWalks Nationwide

The largest mental health education and fundraising effort in America, NAMIWalks brings together thousands of individuals and supporters to celebrate mental illness recovery, to honor those who have lost their lives to mental illness and to help raise funds, combat stigma and promote awareness.

This year marks the 14th Anniversary of NAMIWalks. In 2015, 79 NAMIWalks events raised almost \$12 million to support local programs and initiatives that improve the lives of persons impacted by mental illness. NAMIWalks hosts teams from all over the community and features a program of local celebrities and community leaders along with food, information booths and prominent recognition of sponsors.



About NAMI

NAMI is the National Alliance on Mental Illness, the nation's largest grassroots mental health organization. NAMI provides advocacy, education, support and public awareness so that all individuals and families affected by mental illness can build better lives.

SPONSORSHIP OPPORTUNITIES

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



National Alliance on Mental Illness

Walks

Sponsor Benefit

	Premier	Presenting	Major	Gold	Kick-off Event	Silver	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	✓	✓	✓							
Logo on walk day signage	✓	✓	✓	✓	✓					
Walk day booth space or tent	✓	✓	✓	✓	✓					
Walk day table	✓	✓	✓	✓	✓	✓				
Logo on event poster	✓	✓	✓	✓	✓	✓	✓			
Logo on NAMIWalks brochure	✓	✓	✓	✓	✓	✓	✓	✓		
Logo displayed on website	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Logo on NAMIWalks t-shirt	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Listing on NAMIWalks website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor's logo/name on route sign										✓
Please note: some benefits subject to print deadlines.	\$15,000	10,000	7,500	5,000	3,000	2,500	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.

2015 Top Sponsors

Waterfront Partnership
Alkermes
Cigna
Otsuka
The Whiting-Turner Contracting Company
Lundbeck
Sheppard-Pratt Health System
Sunovion
Anne Arunel Medical Center
Help In The Home
Mental Health Association of Maryland
Suburban Hospital
University of Maryland Psychiatry

Alliance, Inc.
Behavioral Health Systems Baltimore
Church Insurance Partnership Agency, Inc.
CooperRiis Healing Community
Ellin & Tucker
Howard County General Hospital
Humphrey Management
Johns Hopkins Medicine
People Encouraging People
Powers Pyles Sutter & Verville PC
Soccer Sensations, LLC
United Capital
Way Station, Inc.

Atlas Container Corporation
DTZ
Elville and Associates
ezStorage
Improve Your IT
Clinical Trials Unit at Kennedy Krieger Institute
Ober Kaler Attorneys at Law
One World Family Travel, LLC
Sound Empire, LLC
Unit Construction, LLC
Weyrich Cronin & Sorra

SPONSORSHIP CONFIRMATION FORM

Yes! We are proud to support the 2016 Maryland NAMIWalks 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 | 3,000 | <input type="checkbox"/> 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 1, 2016.

- ☐ Check enclosed (please make payable to NAMI Maryland)
- ☐ Credit card payments accepted online at www.namiwalks.org/maryland
- ☐ Please send an invoice
- ☐ Please reserve an exhibit booth space (\$5,000 & above sponsorships)
- ☐ Please reserve an exhibit table and 2 chairs (\$2,500 & above sponsorships)
- ☐ We will not be using our included exhibit space

For your records, our Tax ID# is 52-1295484. Please forward logo or any questions to: Ilisa Oman at events@namimd.org or call 410-884-8691.

PLEASE MAIL SPONSORSHIP CHECKS TO: NAMI Maryland, 10630 Little Patuxent Parkway, Suite 475, Columbia, MD 21044

NAMI Maryland
410-884-8691
www.namiwalks.org/maryland
events@namimd.org
TAX ID #52-1295484



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