



# nami

National Alliance on Mental Illness

# Walks

## 2017

## Proposal for Sponsorship



## #StigmaFree

## Saturday, May 20, 2017 Baltimore, Maryland

National NAMIWalks Elite Sponsor



National NAMIWalks Sponsor



National Walk Partner

# NAMIWalks Maryland

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. NAMI Maryland, local NAMI affiliates and dedicated volunteers raise awareness and provide essential education, advocacy and support group programs at no cost for people in our communities living with mental illness and their loved ones.

To register a team online,  
visit [www.namiwalks.org/maryland](http://www.namiwalks.org/maryland)

## 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 Maryland affected by mental illness.



Sponsor Benefits	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 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.

# 2016 Top Sponsors

National NAMIWalks Elite Sponsor: Alkermes  
Otsuka  
Cigna  
The Whiting-Turner Contracting Company  
Alkermes Pharmaceutical  
Sheppard Pratt Health System  
Magellan Health  
Maryland Emergency Medicine Network, Inc.  
Anne Arundel Medical Center  
University of Maryland Medical System  
Sunovion  
Takeda Pharmaceuticals USA, Inc. and Lundbeck  
Suburban Hospital  
Help in the Home, LLC  
Bach and Bob Jeffrey Family Fund

University of Maryland Psychiatry  
Improve Your IT  
CooperRiis Healing Community  
Walmart #3720  
Powers Pyles Sutter and Verville PC  
Behavioral Health System Baltimore  
Elville and Associates, PC  
The Wawa Foundation  
University of Maryland Baltimore Washington Medical Center  
Ellin & Tucker  
Howard County General Hospital  
Humphrey Management  
Walmart #5228  
Humanim, Inc.  
Walmart #3490

Dr. Brad Sachs  
Sam's Club #4766  
Johns Hopkins Medicine  
Weyrich, Cronin & Sorra  
ezStorage  
Alliance, Inc.  
Calvary Baptist Church  
Maryland Foundation for Psychiatry  
The Fillmore Group  
AACO Mental Health Agency  
Family Service Foundation, Inc.  
Miles & Stockbridge, PC  
Alexander & Cleaver  
Ober/Kaler  
Walmart #3481

## SPONSORSHIP CONFIRMATION FORM

Yes! We are proud to support the 2017 Maryland NAMIWalks event. We authorize NAMI Maryland 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 | 3,000    | <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. To be included on the t-shirt, your logo saved in a vector file (EPS, PS, BMP, PDF) must be received by April 7, otherwise you will be listed by name only on the shirt.

- Check enclosed (please make payable to NAMI Maryland)
- Credit card payments accepted online at [www.namiwalks.org/maryland](http://www.namiwalks.org/maryland)
- Please send an invoice
- 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: [connection@namimd.org](mailto:connection@namimd.org)

### PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI Maryland, 10630 Little Patuxent Parkway #475, Columbia, MD 21044

NAMI Maryland  
410-884-8691  
[www.namiwalks.org/maryland](http://www.namiwalks.org/maryland)  
[connection@namimd.org](mailto:connection@namimd.org)  
TAX ID #52-1295484



National Alliance on Mental Illness

To learn more about NAMIWalks  
visit [www.namiwalks.org](http://www.namiwalks.org).