



NAMI Walks

National Alliance on Mental Illness

Proposal for Sponsorship



2018



Saturday, June 2, 2018
Rash Field, Baltimore



#StigmaFree

National NAMIWalks Elite Sponsor



National Walk Partner

NAMIWalks Maryland

Located in Columbia, Maryland, NAMI Maryland, local NAMI affiliates and dedicated volunteers 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 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 is a 501 (C)(3) mental health organization.

To register a team online, visit 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 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 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 food and beverages.

2017 Top Sponsors

National NAMIWalks Elite Sponsor: Alkermes
The Whiting-Turner Contracting Company
Cigna
Alkermes Pharmaceutical
Sheppard Pratt Health System
University of Maryland Emergency Medicine Network
BHS Baltimore
Howard County General Hospital
Otsuka America Pharmaceuticals
Novartis
University of Maryland Medical System
Magellan Health
Takeda Pharmaceuticals U.S.A., Inc. & Lundbeck
Bo's Effort

Janssen Pharmaceuticals
Help in the Home
Suburban Hospital
Dr. Brad Sachs
Improve Your IT
Humphrey Management
Elville and Associates, P.C.
CooperRiis
Johns Hopkins Medicine
Powers Pyles Sutter and Verville
Maryland School Psychologists Association
Ellin & Tucker
The Wawa Foundation
Center for Child and Family Traumatic Stress at Kennedy

Krieger Institute
Sunovion
University of Maryland Psychiatry
The Brick Companies
ezStorage
Empowered Walking Enterprises
Holiday Inn Solomons
Maryland Foundation for Psychiatry
The Fillmore Group
Maryland Health Connection
Kennedy Krieger Institute
Weyrich, Cronin & Sorra

Sponsorship Confirmation Form

Yes! We are proud to support the 2018 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"/> Kick-off Event Sponsor | 3,000 |
| <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"/> Silver Sponsor | 2,500 | <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 9. To be included on the t-shirt, your logo saved in a vector file (EPS, PS, BMP, PDF) must be received by April 14, 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
- 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: connection@namimd.org

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
connection@namimd.org
TAX ID #52-1295484



National Alliance on Mental Illness

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