



# nAMIwalks

National Alliance on Mental Illness

#StigmaFree

## 20 Proposal for Sponsorship 19



Saturday, June 1, 2019  
Rash Field, Baltimore

National NAMIWalks Elite Sponsor



National Walk Partner

# NAMIWalks Maryland

Located in Columbia, Maryland, NAMI Maryland raises awareness and provides 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](http://www.namiwalks.org/maryland)

## NAMIWalks Reaches a Nationwide Audience

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 2018, 88 NAMIWalks events raised over \$11.5 million to support local programs and initiatives that improve the lives of persons affected by mental illness.

## Who Walks with NAMI?

NAMIWalks 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 Maryland affected by mental illness.

## Sponsor Benefits

	Premier	Presenting	Major	Gold	Silver	Start/Finish Line	Kick-off Event	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										✓
<b>Please note: some benefits subject to print deadlines.</b>	<b>\$15,000</b>	<b>10,000</b>	<b>7,500</b>	<b>5,000</b>	<b>2,500</b>	<b>1,500</b>	<b>1,500</b>	<b>1,000</b>	<b>500</b>	<b>250</b>

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 *plus* The Whiting Turner Contracting Company, Cigna, Actify Neurotherapies, Behavioral Health Systems Baltimore, Otsuka, Sheppard Pratt Health System, Anne Arundel Medical Center, Howard County General Hospital, Magellan Health Services, Sunovion, University of Maryland Medical System, Bo's Effort, Hardscapes Construction, Help in the Home, Johnson & Johnson, Suburban Hospital, Wawa, Bimbos Bakeries, Dr. Brad Sachs, Humphrey Management, Improve Your IT, MD Health Connection, Pathways, University of Maryland School of Medicine, Maryland School Psychologists Association, eZ Storage (Siena), The Fillmore Group, Maryland Foundation for Psychiatry, Walmart #5345, Weyrich, Cronin & Sorra.

## Sponsorship Confirmation Form

Yes! We are proud to support the 2019 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"/> Start/Finish Line Sponsor	1,500
<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"/> 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 31, 2019. 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 Maryland)
- Credit card payments accepted online at [www.namiwalks.org/maryland](http://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](mailto:connection@namimd.org)

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

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



National Alliance on Mental Illness

# nAMI Walks

**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