



# NAMI Walks

National Alliance on Mental Illness

# chicago

## 2019 SPONSORSHIP OPPORTUNITIES



SEPTEMBER 14, 2019

National Elite Sponsor



National Lead Sponsor



National Sponsor



National Partner



# NAMI WALKS CHICAGO

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

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



## 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 2018, NAMIWalks across the country collectively raised over \$12 million to support local program 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.





National Alliance on Mental Illness

**Walks**

*chicago*

## SPONSORSHIP OPPORTUNITIES

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

*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.*

**\$20,000**

### PRESENTING SPONSOR

- + Named as Presenting Sponsor on signage & promotions
- + Mental health training for staff at your location of choice
- + Logo featured on an area of the event or giveaway item
- + Two dedicated social media posts
- + Designated 10x20 booth space in the festival area
- + Logo on Walk Day signage
- + Listing in electronic communications
- + Dedicated sign along the Walk course
- + Logo on NAMIWalks T-Shirt
- + Listing on NAMIWalks website

**\$10,000**

### MAJOR SPONSOR

- + Logo featured on giveaway item at Walk
- + Two dedicated social media posts
- + Designated 10x10 booth space in the festival area
- + Logo on Walk Day signage
- + Listing in electronic communications
- + Dedicated sign along the Walk course
- + Logo on NAMIWalks T-Shirt
- + Listing on NAMIWalks website

**\$5,000**

### GOLD SPONSOR

- + Designated 10x10 booth space in the festival area
- + Logo on Walk Day signage
- + Listing in electronic communications
- + Dedicated sign along the Walk course
- + Logo on NAMIWalks T-Shirt
- + Listing on NAMIWalks website

**\$2,500**

### SILVER SPONSOR

- + Shared exhibitor space in the festival area
- + Logo on Walk Day signage
- + Listing in electronic communications
- + Logo on NAMIWalks T-Shirt
- + Listing on NAMIWalks website

**\$1,500**

### BRONZE SPONSOR

- + Dedicated Mile Marker sign along the Walk course
- + Logo on NAMIWalks T-Shirt
- + Listing on NAMIWalks website

**\$750**

### SUPPORTER

- + Logo on NAMIWalks T-Shirt
- + Listing on NAMIWalks website

### MEDIA SPONSOR (IN-KIND)

*Promotes the event by creating & airing a PSA, featuring it on website, calendar and media platforms, providing pre-event and event day mentions on air & online, and more*

- + Designated 10x10 booth space in the festival area
- + Two dedicated social media posts
- + Logo on Walk Day signage
- + Listing in electronic communications
- + Logo on NAMIWalks T-Shirt
- + Listing on NAMIWalks website

*\*Media sponsorship is valued at \$10,000*

# SPONSORSHIP CONFIRMATION FORM

Yes! We are proud to support the **2019 Chicago 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.

- Presenting Sponsor     Silver Sponsor     Media Sponsor (In-Kind)  
 Major Sponsor         Bronze Sponsor  
 Gold Sponsor             Supporter

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 August 2. 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 Chicago)  
 Credit card payments accepted online at [www.namiwalks.org/chicago](http://www.namiwalks.org/chicago)  
 Please send an invoice  
 Please reserve my designated exhibit booth space (**\$5,000 and above sponsor**)  
 Please reserve my shared exhibit space (**\$2,500 and above sponsorships**)  
 We will not be using our exhibit space

Please email any questions to:  
[rachelb@namichicago.org](mailto:rachelb@namichicago.org)

PLEASE MAIL SPONSORSHIP CHECKS TO  
1801 W Warner Ave #202, Chicago, IL 60613

NAMI Chicago  
[www.namiwalks.org/chicago](http://www.namiwalks.org/chicago)  
[namiwalks@namichicago.org](mailto:namiwalks@namichicago.org)  
**TAX ID #E99874105**

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