



NAMI Walks

National Alliance on Mental Illness

Proposal for Sponsorship



2018



Sunday, May 6, 2018
Educational Testing Service
Princeton, New Jersey



#StigmaFree

National NAMI Walks Elite Sponsor



National NAMI Walks Sponsor



National Walk Partner

NAMIWalks Mercer NJ, Inc.

Located in Hamilton, New Jersey, NAMI Mercer County 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 Mercer County 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 Mercer County is a 501 (C)(3) mental health organization.

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

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 Greater Mercer County 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										✓
Please note: some benefits subject to print deadlines.	\$15,000	10,000	7,500	5,000	2,500	1,500	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
Summit Oaks Hospital
Janssen Pharmaceuticals
Alexander Road Associates
Otsuka America Pharmaceuticals, Inc.
PRIDE Industries
Starbucks of Central NJ
ACADIA Pharmaceuticals
BetterHelp.com
Catholic Charities

Dunmore Corporation
Federal Realty Trust
High Focus Centers
Houghton Contracting
Investors Bank
JCL Financial Group
Ketamine Treatment Centers
Kivler Communications
NAMI NJ
NJ Natural Gas
NJ Manufacturers Insurance

Perform Care
Princeton House Behavioral Health
Stark & Stark
Borden Perlman Salisbury & Kelly
Disability Rights NJ
Dr. Karen Marquis
Hampton Behavioral Health
Oaks Integrated Care
Princeton Center for Dental Aesthetics
The WaWa Foundation

Sponsorship Confirmation Form

Yes! We are proud to support the 2018 Mercer County 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 Feb. 16. 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 Mercer NJ)
- Credit card payments accepted online at www.namiwalks.org/mercercounty
- 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

Vendor Space is also available for a fee, contact the Walk Manager for more details.

For your records, our Tax ID# is 22-2587453. Please forward logo or any questions to: walk@namimercer.org

PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI Mercer NJ, Inc., 1235 Whitehorse Mercerville Road, Bldg. C, Suite 303, Hamilton, NJ 08619

NAMI Mercer County NJ, Inc.
609-799-8994
www.namiwalks.org/mercercounty
walk@namimercer.org
TAX ID #22-2587453



National Alliance on Mental Illness

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