

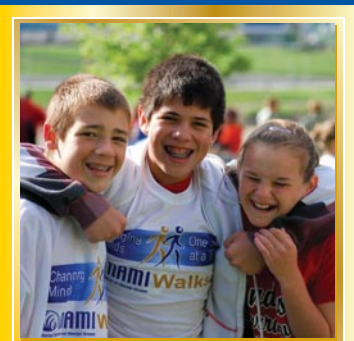


# nAMI Walks



National Alliance on Mental Illness

# 2012



## Proposal for Sponsorship



**NAMI New Jersey NAMIWalk  
Step Forward for Our Heroes  
Saturday, May 12, 2012  
Seaside Park, NJ**

## About Mental Illness

From coast-to-coast and around the globe, mental illness affects everyone. Every year, regardless of race, age, religion or economic status, mental illness impacts the lives of at least one in four adults and one in 10 children across the United States—that is nearly 60 million Americans.

Mental illnesses such as major depression, bipolar disorder and schizophrenia are medical conditions that often disrupt a person's thinking, feeling, mood, ability to relate to others and daily functioning. People living with mental illness need help and hope; they need a community that supports them, their families and their recovery.

Because mental illness devastates the lives of so many Americans, NAMI works every day to save every life.



## About NAMI

NAMI, the National Alliance on Mental Illness, is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness. NAMI advocates for access to services, treatment, supports and research. NAMI is steadfast in its commitment to raising awareness and building a community of hope for all of those in need.

NAMI New Jersey is the state affiliate of NAMI, with the mission of improving the lives of those affected by serious mental illness and their families. We provide support, education and advocacy statewide in support of our mission. We strive to eliminate the pervasive stigma of mental illness, effect positive changes in the mental health system, and increase public and professional understanding of mental illness.

## NAMIWalks

The largest mental health education and fundraising effort in America, NAMIWalks brings together thousands of individuals and supporters to celebrate mental illness recovery, to honor those who have lost their lives to mental illness and to help raise funds, combat stigma and promote awareness.

NAMI New Jersey's 2012 Walk, Step Forward for Our Heroes, will raise public awareness about mental illness and allow individuals with mental illness and their families and friends, as well as the larger community, to walk in support of the mental health needs of the valiant men and women of the armed forces, veterans and their families, as well as those individuals and families who wage a heroic battle daily in the struggle for recovery.

## SPONSORSHIP OPPORTUNITIES

### Summary of Benefits

Sponsors are entitled to varying benefits based on the level of participation. Designation as an official sponsor of NAMIWalks entitles you to recognition in all marketing and public relations materials, which may include:

- press releases;
- trade publications;
- pre- and post-event mailings to supporters;
- NAMIWalks website;
- event brochure, posters and t-shirts;
- programs for all event activities; and
- prominent recognition on signage at events including display at the start-end of the NAMIWalk.

*Each year, NAMI generates over 1 billion media impressions, responds to over 100,000 HelpLine requests and receives over 7 million unique visitors to NAMI.org. NAMI's social media posts receive over 1 million views each month.*



Special sponsorship recognition is also available for major donors of goods and services, depending on the cash value of the donation.

Additional ways your business can support NAMIWalks include:

- building a team of walkers from your company;
- purchasing an exhibit booth at the NAMIWalk to share information about your business or organization;
- providing in-kind support for the walk; and
- offering information to employees about NAMI's free programs and services.



# PARTICIPANT INFORMATION

There is no registration fee for the walk. All participants are encouraged to collect donations from family members, friends, coworkers and business associates. All walkers raising \$100 or more will receive a NAMIWalks event t-shirt.

Companies, organizations and families are encouraged to organize teams of walkers made up of employees, organization members, relatives and friends.

To register online, visit [www.nami.org/walks](http://www.nami.org/walks)

For more information on sponsorship opportunities, please contact:

Aruna Rao, [info@naminj.org](mailto:info@naminj.org)  
732 940 0991  
732 940 0355 – fax



## SPONSORSHIP OPPORTUNITIES

There are numerous ways corporations and organizations can partner with NAMIWalks to help build better lives for families and individuals in New Jersey affected by mental illness. Sponsors are encouraged to select the sponsor package that fits their goals and objectives or let NAMIWalks create one that specifically meets their unique needs.

Sponsor Benefit	Start/Finish								
	Premier	Presenting	Major	Gold	Silver	Line	Bronze	Supporter	Kilometer
Recognition during radio and television broadcasts	●								
Stage appearances and day of event visibility	●	●	●						
Visibility at walk Kick-off	●	●	●	●					
Logo in prominent location on walk brochure	●	●	●	●	●	●			
Logo on finish line banner at walk event	●	●	●	●	●	●	●		
Logo on walk t-shirt	●	●	●	●	●	●	●		
Logo on walk website	●	●	●	●	●	●	●	●	
Recognition in newsletters and other publications	●	●	●	●	●	●	●	●	●
Listing in pre- and post-event electronic communications about the walk event	●	●	●	●	●	●	●	●	●
Company signage at walk event	●	●	●	●	●	●	●	●	●
Listing on walk website	●	●	●	●	●	●	●	●	●
Corporate team tent or booth at walk event	●	●	●	●	●	●	●	●	●
Package Cost <i>Please note: some benefits subject to print deadlines.</i>	<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>\$1,000</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 the food and beverage. Additional ways your business can support NAMIWalks include: your own company press releases; your industry trade publications; pre- and post-event mailings to your customers and clients; and more.



## SPONSORSHIP CONFIRMATION FORM

Yes! We are proud to support NAMI New Jersey. We authorize NAMI New Jersey to include our name 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"/> Presenting Sponsor        | 10,000   |
| <input type="checkbox"/> Major Sponsor             | 7,500    |
| <input type="checkbox"/> Gold Sponsor              | 5,000    |
| <input type="checkbox"/> Silver Sponsor            | 2,500    |
| <input type="checkbox"/> Start/Finish Line Sponsor | 1,500    |
| <input type="checkbox"/> Bronze Sponsor            | 1,000    |
| <input type="checkbox"/> Supporter Sponsor         | 500      |
| <input type="checkbox"/> Kilometer Sponsor         | 250      |

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_

Payment: \_\_\_\_\_ Check enclosed (please make payable to NAMI New Jersey)  
\_\_\_\_\_ Credit cards accepted: ( ) Visa ( ) MasterCard ( ) Discover

**Please print**

Name (as appears on card): \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

Card Verification Code: \_\_\_\_\_ (three digit code on the back, near the signature)

Signature: \_\_\_\_\_

The benefit of confirming your sponsorship **EARLY** (before March 21, 2012) is inclusion in all printed materials. (Walker brochures, posters, flyers, press releases, etc.) as specified by level. Regardless of confirmation date, all sponsors will receive recognition on the NAMIWalks website in accordance with their level of sponsorship.

To register online visit: [www.nami.org/namiwalks/NJ](http://www.nami.org/namiwalks/NJ) <<http://www.nami.org/namiwalks/NJ>>

For more information on sponsorship opportunities, please contact: Aruna Rao, [info@naminj.org](mailto:info@naminj.org), (732) 940-0991, (732) 940 0355 – fax • [www.naminj.org](http://www.naminj.org)