



# NAMI Walks



National Alliance on Mental Illness

**Saturday, May 10, 2014**

Boardwalk on Ocean Avenue  
Seaside Park, NJ

*NAMI Walks funds support mental health programs offered at no cost in New Jersey.*

**2014**  
Proposal for  
Sponsorship

*Walking for mental health!*



## NAMIWalks New Jersey

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.

### Participant Information

There is no registration fee for the Walk. 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

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

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



## 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.

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.

NAMI has over 1,000 affiliates in communities across the country who engage in advocacy, support and education. Members of NAMI are families, friends and people living with mental illnesses such as major depression, schizophrenia, bipolar disorder, obsessive-compulsive disorder (OCD), panic disorder, post-traumatic stress disorder (PTSD) and borderline personality disorder.

## NAMIWalks Nationwide

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.

This year marks the 12th Anniversary of NAMIWalks. In 2013, 87 NAMIWalks events raised almost \$10 million to support local programs and initiatives that improve the lives of persons impacted by mental illness. NAMIWalks hosts teams from all over the community and features a program of local celebrities and community leaders along with food, information booths and prominent recognition of sponsors.

# 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.

Sponsor Benefit	Start/Finish									
	Premier	Presenting	Major	Gold	Silver	Line	KOL	Bronze	Supporter	Kilometer
Recognition at Kick-off Lunch	●									
Stage appearances on WALK Day	●	●								
Listing in electronic communication	●	●								
Logo on stage banner 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 WALK brochure	●	●	●	●	●	●	●	●		
Logo displayed on web site	●	●	●	●	●	●	●	●	●	
Logo on WALK t-shirt	●	●	●	●	●	●	●	●	●	
Listing on WALK web site	●	●	●	●	●	●	●	●	●	●
Sponsor's logo/name on route sign	●	●	●	●	●	●	●	●	●	●
<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>\$1,500</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.



NAMI New Jersey  
 (732) 940-0991 | [www.namiwalks.org/newjersey](http://www.namiwalks.org/newjersey)  
[walk@naminj.org](mailto:walk@naminj.org) | TAX ID #22-2619966

# 2013 Sponsors

Gold– Otsuka

Silver– Optum, Magellan Health Services, United Healthcare, Sunovion, Walmart  
Start/Finish Line– Community Hope, Genentech, Scott Axelrod

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## SPONSORSHIP CONFIRMATION FORM

- Yes! We are proud to support the 2014 New Jersey NAMIWalk. 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"/> KOL 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: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

For guaranteed inclusion of name/logo on printed materials, return form by March 15, 2014.

- Check enclosed (please make payable to NAMI New Jersey)
- Credit card payments accepted online at [www.namiwalks.org/newjersey](http://www.namiwalks.org/newjersey)
- 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 22-2619966. Please forward logo or any questions to:  
Aruna Rao, Walk Manager or Kristen Heckerth, Walk Manager at [walk@naminj.org](mailto:walk@naminj.org)

PLEASE MAIL SPONSORSHIP CHECKS TO: NAMI New Jersey, 1562 Route 130, North Brunswick, NJ 08902

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