Mental Health for all

Saturday, Oct. 9, 2021

NAMI Walks

Your Way

New Jersey

2021 Sponsorship Opportunities

NATIONAL SPONSORS

Alkermes
Humana
Takeda

Mental Health for all
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 New Jersey, located in North Brunswick, provides free, top-rated mental health programs and services for our community. A 501(c)(3) organization, NAMI New Jersey is a nonprofit, grassroots organization that helps thousands of families and individuals each year.

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

Mental Health Awareness Needs You!

120+ Walks Nationwide  
100,000+ Participants Annually  
$150M+ Raised since 2003

Even before the pandemic, the need for affordable mental health resources was already on the rise. And now, when the only predictable adjective for the ongoing mental health crossroads is unpredictable, we have no choice but to give our all — keeping everyone safe and engaged in our communities.

Our sponsors’ brands are associated with helping individuals and families affected by mental illness build better lives in New Jersey and beyond. By becoming a local sponsor of NAMIWalks, you help raise awareness where there is precious little of it, eliminate the stigma of mental illness, and promote the health of our communities. NAMI will work with you and your organization to tailor a sponsorship package that meets your specific needs and goals.
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 Benefits**

<table>
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<tr>
<th>Speaking opportunity at Virtual Kick-off Event</th>
<th>Video Ad/Message during Virtual Walk Day program (60 - 90 sec)</th>
<th>Corporate Team Fundraising Page</th>
<th>Logo on Virtual Walk Day program flyer posted on walk website/social media and NAMI NJ website</th>
<th>Sponsor’s name and quote in press release</th>
<th>Static ad during virtual Walk Day program</th>
<th>Featured on digital flyer and CC emails</th>
<th>Social Media Mentions</th>
<th>Featured on NAMIWalks T-shirts</th>
<th>Featured on NAMIWalks and NAMINJ.ORG Website</th>
<th>Acknowledgement during Virtual Walk Day Program</th>
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Please note: some benefits subject to print deadlines.

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.
Sponsorship Commitment Form

Yes! We are proud to support the 2021 New Jersey NAMIWalks Your Way event. We authorize NAMI to include our name and/or logo on all the materials and digital content for the event consistent with our sponsorship selection below.

☐ Presenting Sponsor $10,000  ☐ Start/Finish Line Sponsor 2,500
☐ Platinum Sponsor 8,000  ☐ Walk Champion Sponsor 1,000
☐ Gold Sponsor 6,000  ☐ Supporter Sponsor 500
☐ Silver Sponsor 4,000  ☐ Kilometer Sponsor 350
☐ Bronze Sponsor 3,000

Company name: _________________________________________________________________________
Contact name: __________________________________________________________________________
Affiliation (County/Team): ___________________________________________________________________
Address: _______________________________________________________________________________
City: ___________________________________   State: ___________________  Zip: __________________
Phone: ____________________ Fax:  _________________________ Website:  ____________________________
Email address: ___________________________________________________________________________

☐ Check enclosed (please make payable to NAMI NJ)
☐ Credit card payments accepted online at www.namiwalks.org/newjersey
☐ Please send an invoice

For your records, our Tax ID# is 22-2619966. Please forward logo or any questions to: Beena Bhatcar, bbhatcar@naminj.org

PLEASE MAIL SPONSORSHIP CHECKS TO:
NAMI NJ, 1562 Route 130, North Brunswick, NJ, 08902. Deadline for Sponsors: To be acknowledged on print, multimedia and website, please emails logo to walk@naminj.org by August 31, 2021.

For more information, visit namiwalks.org/newjersey

NAMI New Jersey
732-940-0991 ext. 110  •  www.namiwalks.org/newjersey  •  Beena Bhatcar, bbhatcar@naminj.org

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