



nami

National Alliance on Mental Illness

Walks

2016

Proposal for Sponsorship



#IAmStigmaFree

Saturday, September 24, 2016

Wynton Blount Cultural Park

Montgomery, AL

National NAMIWalks Elite Sponsor



National Walk Partner

NAMIWalks Alabama

Located in Montgomery, Alabama, NAMI Alabama and its dedicated volunteers work together to raise awareness and provide essential education, advocacy and support group programs at no cost for people in our community living with mental illness and their loved ones. NAMI Alabama 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.

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

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 families, individuals, coworkers 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 2015, 79 NAMIWalks events raised nearly \$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 Alabama 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										✓
	\$15,000	10,000	7,500	5,000	2,500	1,500	1,500	1,000	500	250

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 the food and beverages.

2015 Top Sponsors

GOLD - \$5,000

Information Transport Solutions

SILVER - START/FINISH

Takeda Pharmaceuticals U.S.A., Inc. and Lundbeck

SILVER - \$2,500

GKN Foundation

BRONZE - \$1,000

AstraZeneca Pharmaceuticals LP

Cedar Bluff Oil Company, Inc.

Joan Elder

Eli Lilly and Company

Enterprise Holdings Foundation

Sue Guffey

Janssen Pharmaceuticals, Inc.

Joe Kewaza

Steve & Anna Meany Charitable Foundation

Montgomery Ballet

NAMI East Alabama

Jane Nichols

PhRMA

Signs to Go

Wellstone Behavioral Health

Dr. Joel Willis

SUPPORTER - \$500

Alabama Wholesale Beer Association

Alpha Kappa Alpha (AKA) Sorority –

Beta Nu Omega Chapter (Montgomery)

Alpha Kappa Alpha (AKA) Sorority –

Delta Theta Omega Chapter (Mobile)

Alpha Kappa Alpha (AKA) Sorority –

Rho Chi Omega Chapter (Huntsville)

Baptist Health – Crossbridge Behavioral Health

Brian E. Barrett, DMD, PC

BodyTrac Health & Fitness Montgomery

Chappy's Deli

Childress Dental of LaGrange

DJB Entertainment

Fedmont Federal Credit Union

Haynes Ambulance

Daisy and Stan Hollingsworth

Jackson Hospital

NAMI Jacksonville

Southern Poverty Law Center

Lisa Williamson

SPONSORSHIP CONFIRMATION FORM

Yes! We are proud to support the 2016 Alabama 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 August 26, 2016.

- Check enclosed (please make payable to NAMI Alabama)
- Credit card payments accepted online at www.namiwalks.org/alabama
- 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 630977897. Please forward logo or any questions to: Wanda Laird at wlaird@namialabama.org or call 334-396-4797.

PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI Alabama, 1401 I-85 Parkway, Suite A, Montgomery, AL 36106

NAMI Alabama

334-396-4797

www.namiwalks.org/alabama

wlaird@namialabama.org

TAX ID #630977897



National Alliance on Mental Illness

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