



National Alliance on Mental Illness

Walks

2016 | Proposal for Sponsorship



#IAmStigmaFree

Saturday, September 24, 2016
Belle Isle Park
Detroit

National NAMIWalks Elite Sponsor



National Walk Partner

NAMIWalks Michigan

The dedicated volunteers of NAMI Michigan work together to raise mental health awareness. We provide essential education, advocacy and support programs at no cost to individuals, families and caregivers living with mental illness. NAMI Michigan is a nonprofit, grassroots organization that addresses the mental health needs of our communities, replacing stigma with understanding. Through our local affiliates we improve the lives of the thousands of individuals each year.

To register a team online go to:
www.namiwalks.org/detroit

Participant Information

All participants are encouraged to collect donations from family members, friends, co-workers and business associates. All pre-registered 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 the nation'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 Southeast Michigan 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	750	500

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

Detroit Wayne Mental Health Authority, Oakland County CMH Authority, Community Network Services, Boumont Hospital, Texas De Brazil, Ethel and James Flinn Foundation, Genesee Health System, Havenwyck Hospital, Molina Healthcare, Services to Enhance Potential, Team Wellness, The Guidance Center, Aetna Better Health of Michigan, Behavioral Health Professionals, Inc., Gratiot County CMH Services, Henry Ford Behavioral Health Services, MSU Dept. of Psychiatry, Peckham, Saginaw County CMH Authority, Southwest Counseling Solutions, Southwest Michigan Behavioral Health, St. Joseph Mercy Health System, The Dominique Memorial Foundation, UAW-Ford National Programs Center, World Heritage Foundation, Harbor Oaks Hospital, MI Association of Community Mental Health Boards, Northeast Guidance Center, Dean Trailways, Detroit Central City, Detroit Medical Center, Easter Seals Michigan, Gateway Community Health, Heigra, Integrated Care Alliance, Keeler Consulting, Kinect 4 Study, MI Assisted Living Association, MI Assoc. of Health Plans, MI Psychiatric Society, Neurobehavioral Medicine Group, New Center Community Services Detroit, New Oakland Family Centers, Rose Hill Center, StoneCrest Center, Takeda Pharmaceuticals-Lundbeck LLC, CMH for Central Michigan, PNC Bank, St. John Providence

SPONSORSHIP CONFIRMATION FORM

Yes! We are proud to support the 2016 Michigan 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	750
<input type="checkbox"/> Silver Sponsor	2,500	<input type="checkbox"/> Kilometer Sponsor	500

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 1, 2016.**

- Check enclosed (please make payable to NAMI Michigan)
- Credit card payments accepted online at www.namiwalks.org/grandrapids
- 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

Please forward logo or any questions to: **Shelene Hahn** at shahn@namimi.org or call 517-485-4049.

PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI Michigan, 401 S. Washington Ave, Suite 104, Lansing, MI 48933

NAMI Michigan

517-485-4049

www.namiwalks.org/detroit

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National Alliance on Mental Illness

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