



National Alliance on Mental Illness

Walks

2017 | Proposal for Sponsorship



#StigmaFree

Saturday, September 23, 2017
Belle Isle
Detroit

National NAMIWalks Elite Sponsor



National Walk Partner

NAMI Walks Michigan

NAMI Michigan raises awareness and provides essential education, advocacy and support group programs at no cost for people in our community living with mental illness and their loved ones. NAMI Michigan 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. NAMI Michigan is a 501 (C)(3) mental health organization.

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

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 individuals 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 2016, 79 NAMIWalks events raised over \$10 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.

2016 Top Sponsors

Detroit Wayne Mental Health Authority
Community Network Services
Beaumont Hospital
Oakland County Health Network
Aetna Better Health of Michigan
Havenwyck Hospital
Henry Ford Health Systems - Behavioral Health Services
Northeast Guidance Center
St. John Providence
StoneCrest Center
Genesee Health System
Texas de Brazil

Services to Enhance Potential
Team Wellness
The Guidance Center
Detroit Medical Center
Development Centers
Ethel and James Flinn Foundation
Michigan Association of CMH Boards
Molina Healthcare
MSU Dept. of Psychiatry
New Oakland Family Centers
Southwest Counseling Solutions
St. Joseph Mercy Health System

The Dominique Memorial Foundation
World Heritage Foundation
Carelink Network
Central City Integrated Health
Citizens Bank
Harbor Oaks Hospital
Hegira
St. Clair County CMH
Suburban Cadillac of Plymouth
Arab American & Chaldean Council
Black Family Development
Community Network Services

Depression Center
Easter Seals Michigan
Integrated Care Alliance
Michigan Assisted Living
Neurobehavioral Medicine Group
New Center Community Services
Rose Hill Center
Shiawassee County Community
Mental Health Authority
StarrVista

SPONSORSHIP CONFIRMATION FORM

Yes! We are proud to support the 2017 Detroit 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 12, 2017. To be included on the t-shirt, your logo saved in a vector file (EPS, PS, BMP, PDF) must be received within 6 weeks of Walk Day, otherwise you will be listed by name only on the shirt.

- Check enclosed (please make payable to NAMI Detroit)
- Credit card payments accepted online at www.namiwalks.org/detroit
- 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 382643038. Please forward logo or any questions to:
NAMI at info@namimi.org

PLEASE MAIL SPONSORSHIP CHECKS TO: NAMI Detroit, 401 S. Washington Ave. Suite 104, Lansing, MI 48933

NAMI Detroit
517-853-0950
www.namiwalks.org/detroit
mbsmith@namimi.org
TAX ID #382643038



National Alliance on Mental Illness

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