



National Alliance on Mental Illness

# Walks

2017 | Proposal for Sponsorship



#StigmaFree

Saturday, October 7, 2017  
Davenport University  
6191 Kraft Avenue, SE  
Grand Rapids

National NAMIWalks Elite Sponsor



National NAMIWalks Sponsor



National Walk Partner

# NAMIWalks Grand Rapids

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/grandrapids](http://www.namiwalks.org/grandrapids)

## 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 Western 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

Lakeshore Regional  
Pine Rest Christian Mental Health Services  
Forest View Psychiatric Hospital  
Gratiot County Community Mental Health  
Network 180  
Peckham  
Southwest Michigan Behavioral Health  
CMH Authority of Clinton-Eaton-Ingham Counties  
Cherry Health

HealthWest  
Mental Health Foundation of West Michigan  
Michigan Association of Health Plans  
Michigan Psychiatric Society  
MOKA  
CMH for Central Michigan  
Community Living Options  
Mid-State Health Network

## SPONSORSHIP CONFIRMATION FORM

Yes! We are proud to support the 2017 Grand Rapids 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 24, 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 Grand Rapids)
- Credit card payments accepted online at [www.namiwalks.org/grandrapids](http://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

For your records, our Tax ID# is 38-2643038.

Please forward logo or any questions to: Ron Wilson at [rwilson@namimi.org](mailto:rwilson@namimi.org)

**PLEASE MAIL SPONSORSHIP CHECKS TO:**

NAMIWalks Grand Rapids, 401 S. Washington Ave, Suite 104, Lansing, MI 48933

NAMIWalks Grand Rapids  
517-853-0950  
[www.namiwalks.org/grandrapids](http://www.namiwalks.org/grandrapids)  
[mbsmith@namimi.org](mailto:mbsmith@namimi.org)  
TAX ID #38-2643038



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To learn more about NAMIWalks  
visit [www.namiwalks.org](http://www.namiwalks.org).