



National Alliance on Mental Illness



Proposal for Sponsorship

2020



Saturday, August 29, 2020
Belle Isle Park
2 Inselruhe Ave., Detroit, MI 48207

National Elite Sponsor



National Lead Sponsor



HBC FOUNDATION:
HEADFIRST

National Sponsor



National Partner



NAMIWalks Michigan

Located in Lansing, NAMI Michigan raises awareness and provides essential education, advocacy and support group programs at no cost for people living with mental illness and their loved ones right here in our community. 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/michigan

NAMIWalks Reaches a Nationwide Audience

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 2019, 103 NAMIWalks events in 41 states raised over \$12.5 million to support local programs and initiatives that improve the lives of persons affected by mental illness.

Who Walks with NAMI?

NAMIWalks events attract and engage a diverse audience across a variety of demographics including individuals and families affected by mental health conditions, friends, community groups, local businesses, medical professionals and more. There is no registration fee, however, all participants are encouraged to collect donations to support NAMI's no-cost programs and services in their community. All walkers raising \$100 or more receive a commemorative NAMIWalks t-shirt.

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.



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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
	\$15K	\$10K	\$7.5K	\$5K	\$2.5K	\$1.5K	\$1.5K	\$1K	\$500	\$250
Recognition at Kick-off Event	●									
Stage appearance on walk day	●	●								
Listing in electronic communication	●	●								
Corporate team fundraising page	●	●	●							
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										●

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.

2019 Top Sponsors

National NAMIWalks Elite Sponsor: Alkermes,
iHeartRadio
Detroit-Wayne Integrated Health Network
CNS Healthcare
Oakland Community Health Network
Beaumont Health
Havenwyck Hospital
Stonecrest Center
The Guidance Center
Hegira Health, Inc.
Community Mental Health Association of Michigan

Molina Healthcare
Henry Ford Behavioral Health System
Northeast Integrated Health
The Judson Center
Services to Enhance Potential
Team Wellness
DMC Hospital
Development Centers
Dominique Fischer Memorial Foundation
Genesee Health System
New Oakland Family Centers

Texas de Brazil
Meridian Health Plan
Mutual Of America
Relativity Communications
Harbor Oaks Hospital
St. Clair County Community Mental Health
Michigan Psychiatric Society
Michigan Assisted Living Association

Sponsorship Confirmation Form

☒ Yes! We are proud to support the 2020 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 | 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 July 10, 2020. 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 Michigan)
- ☐ Credit card payments accepted online at www.namiwalks.org/michigan
- ☐ 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: bsallis@namimi.org

PLEASE MAIL SPONSORSHIP CHECKS TO: NAMI Michigan, 401 S. Washington Sq., Ste. 104 Lansing, MI 48933

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



NAMIWalks

National Alliance on Mental Illness

NAMI Michigan

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