



nami

National Alliance on Mental Illness

Walks

2017 | Proposal for Sponsorship



#StigmaFree

Saturday, May 6, 2017 Rochester

National NAMIWalks Elite Sponsor



National NAMIWalks Sponsor



National Walk Partner

NAMIWalks Rochester

Located in Rochester, New York, NAMI Rochester 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 Rochester 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/rochester

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 Rochester 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.

2016 Top Sponsors

National NAMIWalks Elite Sponsor: Alkermes
Village Gate/Stern Properties
Wegmans
Alesco Advisors
Sunovion
ABR Wholesalers
ImageNow by Mahar
Rochester Regional Health
Hoselton Auto Mall
UR Medicine - Department of Mental
Health & Wellness
Seth Berman Photography
Sage Ritty

Harter, Secrest & Emery
Canandaigua National Bank
YourCare Health Plan
RBC Wealth Management
LeFrois Builders & Developers
DePaul
T&T Materials
Richard & Marcia Kaplan
Reel Mind Film Series
Barbara & David Elias

The Edgcomb Family Charitable Fund
Young Audiences of Rochester
A.M. Stern
Windsor Cottage
Buffalo Musicians & Artists
East House
Villa of Hope

SPONSORSHIP CONFIRMATION FORM

Yes! We are proud to support the 2017 Rochester 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 January 20. 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 Rochester)
- Credit card payments accepted online at www.namiwalks.org/rochester
- 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 22-2797794. Please forward logo or any questions to:
kristina.mossgraber@namirochester.org

PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI Rochester, 320 North Goodman Street, Suite 102, Rochester, NY 14607

NAMI Rochester
585-520-8380
www.namiwalks.org/rochester
kristina.mossgraber@namirochester.org
TAX ID #22-2797794



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