



nAMIwalks

National Alliance on Mental Illness

#StigmaFree

20 Proposal for Sponsorship 19



Saturday, April 6, 2019

Kennedy Park Fiesta Area

3359 S. La Cholla Blvd.

Tucson, Arizona 85713

National NAMIWalks Elite Sponsor



National Walk Partner

NAMIWalks Southern Arizona

Located in Tucson, Arizona, NAMI Southern Arizona 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 Southern Arizona 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 Southern Arizona is a 501 (C)(3) mental health organization.

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

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 2018, 88 NAMIWalks events raised over \$11.5 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.



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About



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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 affected by mental illness in the Tucson Metro Area.

Sponsor Benefits

	Premier & Media	Presenting	Major	Gold	Kick-off Event	Silver	Start/Finish Line	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	3,000	2,500	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 food and beverages.



2018 Top Sponsors

National NAMIWalks Elite Sponsor:
Alkermes
MEDIA
KOLD 13
iHeart Media
KXCI Community Radio
Loft Cinema
Tucson Lifestyle
COX Communications
Comcast
Advison

SPONSORS
Cenpatico /Health Net
La Frontera Arizona, Inc.

Behavioral Health Coalition of Southern Arizona
Community Bridges
Chik-fil-A
CODAC Health Recovery and Wellness Inc.
COPE Community Services Inc.
Sonora Behavioral Health Hospital
University of Arizona, Department of Psychiatry
University of Arizona Healthplans
Casa de los Niños
Community Health Associates
Health Information Management Systems
Palo Verde Behavioral Health Hospital

Tucson Subaru
Connections Health Solutions
Egees
Gospel Rescue Mission
HSL Properties
Janssen Pharmaceutical
Mercy Care
Otsuka Pharmaceutical
Arizona's Children Association
CARF International
Community Partners Integrated Healthcare
HOPE, Inc.
Intermountain Centers for Human Development
Pascua Yaqui tribe

Pathways of Arizona
Sierra Tucson
Sabino Electric
TEP
Parties Plus
Wildlands Restoration
Crisis Response Network
Jack in the Box
Linkages
Northwest Healthcare/Oro Valley Hospitals
Pima Federal Credit Union
Radisson Suites
The Links, Inc. Tucson AZ Chapter
Women in Wellness
Water Street Station

Sponsorship Confirmation Form

Yes! We are proud to support the 2019 Southern Arizona 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"/> Media Sponsor in-kind value \$_____ | <input type="checkbox"/> Silver | 2,500 |
| <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"/> Bronze Sponsor | 1,000 |
| <input type="checkbox"/> Major Sponsor 7,500 | <input type="checkbox"/> Supporter Sponsor | 500 |
| <input type="checkbox"/> Gold Sponsor 5,000 | <input type="checkbox"/> Kilometer Sponsor | 250 |
| <input type="checkbox"/> Kick-off Breakfast Sponsor 3,000 | <input type="checkbox"/> In-kind Sponsor value \$_____ | |

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 31, 2019. 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 Southern Arizona)
- Credit card payments accepted online at www.namiwalks.org/southernarizona
- 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 86-0450977. Please forward logo or any questions to: cbickelmann@namisa.org

PLEASE MAIL SPONSORSHIP CHECKS TO: NAMI Southern Arizona, 6122 E 22nd Street Tucson, AZ 85711

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



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