

2023

SPONSORSHIP OPPORTUNITIES



nami Walks *Pasco*

Saturday, May 20

Safety Town
Shady Hills, FL





THE POWER OF PARTNERSHIP

With NAMIWalks, it's not how far we walk, it's how far we've come.

With sponsors, it's not only how much you have helped us in the past, it's also how your help has allowed us to prepare for the future. And for new sponsors, it's the ideal moment to discover the power that your participation can add to the movement.

As the conversation surrounding mental health has become energized like never before, our dream of Mental Health for All has emerged as a goal within reach. We believe that your sponsorship will continue to make all the difference.

NAMIWalks AND OUR SPONSORS LEAD THE WAY

With every expression of support from you, our sponsors, we are able to strengthen our three pillars:



To promote awareness of mental health and reduce stigma



To raise funds for NAMI's free, top-rated mental health programs



To build community and let people know they are not alone

ABOUT US

NAMIWalks is the largest, most vibrant mental health event series in the country. It is presented by NAMI, the National Alliance on Mental Illness, known locally as NAMI Pasco. Over the past year alone, NAMIWalks has surged to new levels of popularity and impact, leading NAMI to be recognized as the Peer-to-Peer Fundraising Organization of the Year! Taking place in more than 120 locations, NAMIWalks invites participants to share their stories, build community and walk together to achieve Mental Health for All.

Funds raised directly support NAMI Pasco's mission of education, advocacy, support and public awareness. Locally, NAMI serves over 1,000 people a year and provides 365 days of services for their participants. We are proud to embrace our role as a leader in the field, and grateful to our partners in helping to make this possible.



NAMIWALKS SPONSORSHIP TIERS OF IMPACT

Presenting Sponsor | \$10,000

- Speaking opportunity at your local NAMIWalks event, during your choice of ceremony and/or local event kickoff meeting
- Dedicated press release announcing sponsorship
- “Presented by” naming rights with logo included on select customized materials
- Logo in all scheduled participant electronic communications starting 80 days from event day (minimum of 20)
- Opportunity to display company provided banner at your local NAMIWalks event (must be approved by NAMI and be no larger than 4 x 6 feet)*
- Name included in additional press releases
- Logo on NAMIWalks poster*
- Logo recognition at Cultivation Events*
- Premium exhibit space including table at your NAMIWalks event*
- Promotion on social media and/or in electronic newsletters pre and post event (6 posts)
- Large logo recognition on NAMIWalks participant T-shirts*
- Logo recognition on NAMIWalks event day signage*
- Logo recognition on local NAMIWalks website

*Please note: some benefits subject to print deadlines. In the event a physical event can't take place, comparable benefits will be given. Safety is of the highest priority.



Premier Sponsor | \$5,000

- Logo in all scheduled participant electronic communications starting 80 days from event day (minimum of 20)
- Opportunity to display company provided banner at your local NAMIWalks event (must be approved by NAMI and be no larger than 4 x 6 feet)*
- Name included in press releases
- Logo on NAMIWalks poster*
- Logo recognition at Cultivation Events*
- Exhibit space including table at your NAMIWalks event*
- Promotion on social media and/or in electronic newsletters pre and post event (5 posts)
- Large logo recognition on NAMIWalks participant T-shirts*
- Logo recognition on NAMIWalks event day signage*
- Logo recognition on local NAMIWalks website

*Please note: some benefits subject to print deadlines. In the event a physical event can't take place, comparable benefits will be given. Safety is of the highest priority.



Gold Sponsor | \$2,500

- Logo on NAMIWalks poster*
- Logo recognition at Cultivation Events*
- Exhibit space including table at your NAMIWalks event*
- Promotion on social media and/or in electronic newsletters pre and post event (4 posts)
- Medium logo recognition on NAMIWalks participant T-shirts*
- Logo recognition on NAMIWalks event day signage*
- Logo recognition on local NAMIWalks website

Silver Sponsor | \$1,000

- Exhibit space including table at your NAMIWalks event*
- Promotion on social media and/or in electronic newsletters pre and post event (3 posts)
- Small logo recognition on NAMIWalks participant T-shirts*
- Logo recognition on NAMIWalks event day signage*
- Logo recognition on local NAMIWalks website

*Please note: some benefits subject to print deadlines. In the event a physical event can't take place, comparable benefits will be given. Safety is of the highest priority.



Bronze Sponsor | \$500

- Exhibit space including table at your NAMIWalks event*
- Promotion on social media and/or in electronic newsletters pre and post event (2 posts)
- Name recognition on NAMIWalks participant T-shirts*
- Name recognition on NAMIWalks event day signage*
- Name recognition on local NAMIWalks website

Supporter Sponsor | \$250

- Logo recognition on one NAMIWalks route sign*

*Please note: some benefits subject to print deadlines. In the event a physical event can't take place, comparable benefits will be given. Safety is of the highest priority.

SPONSORSHIP TIERS OF IMPACT *at a glance*

NAMIWalks is proud to help build better lives for people living in Pasco County affected by mental health conditions. We are grateful to our partners for making this possible.

| | Presenting \$10,000 | Premier \$5,000 | Gold \$2,500 | Silver \$1,000 | Bronze \$500 | Supporter \$250 |
|-----------------------------------------------------------------------------------------------------------------------|------------------------|--------------------|-----------------|-------------------|-----------------|--------------------|
| Speaking opportunity at your local NAMIWalks event, during your choice of ceremony and/or local event kickoff meeting | ● | | | | | |
| Dedicated press release announcing sponsorship | ● | | | | | |
| “Presented by” naming rights with logo included on select customized materials | ● | | | | | |
| Logo in all scheduled participant electronic communications starting 80 days from the event date (minimum of 20) | ● | ● | | | | |
| Opportunity to display company-provided banner | ● | ● | | | | |
| Name included in press releases | ● | ● | | | | |
| Logo on NAMIWalks poster* | ● | ● | ● | | | |
| Logo recognition at Cultivation Events* | ● | ● | ● | | | |
| Exhibit space at your NAMIWalks event* | Premium Table & Tent | Table & Tent | Table | Table | Table | |
| Promotion on social media and/or in newsletters, pre and post event | 6 | 5 | 4 | 3 | 2 | |
| Recognition on NAMIWalks participant T-shirts* | Large logo | Large logo | Medium logo | Small logo | Name | |
| Recognition on NAMIWalks event day signage* | Logo | Logo | Logo | Logo | Name | |
| Recognition on local NAMIWalks website | Logo | Logo | Logo | Logo | Name | |
| Logo recognition on one NAMIWalks route sign* | | | | | | ● |

In order to be included on all print materials commitments must be made by _____

Benefits may vary by location. If a physical event can't take place, comparable benefits will be given. Safety is of the highest priority. 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.

*Benefit is subject to print deadlines

SPONSORSHIP COMMITMENT FORM

Yes! We are proud to support the 2023 NAMIWalks Pasco event. We authorize NAMI to include our name and/or logo on all the materials and digital content for the event consistent with our sponsorship selection below.

| | | | |
|--------------------|----------|-------------------|---------|
| Presenting Sponsor | \$10,000 | Silver Sponsor | \$1,000 |
| Premier Sponsor | \$5,000 | Bronze Sponsor | \$500 |
| Gold Sponsor | \$2,500 | Supporter Sponsor | \$250 |

Event Experience Sponsorship (Name) _____ \$ _____

Company name: _____

Contact name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Website: _____

Email address: _____

Check enclosed (please make payable to NAMI Pasco)

Credit card payments accepted online at www.namiwalks.org/pasco

Please send an invoice

.....
Yes, we plan to use our exhibit space on Walk Day (bronze level and higher):

Walk Day contact name: _____

Walk Day contact email: _____

No, we do not plan to use our exhibit space on Walk Day (bronze level and higher).
.....

Yes, we would like to host a corporate team for NAMIWalks:

Team Captain name: _____

Team Captain email: _____

PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI Pasco - P.O. Box 412 - Elfers - FL 34680

PLEASE EMAIL SPONSORSHIP LOGO TO:

Debbie L. Proulx

executivedirector@namipasco.org

NAMI Pasco

727-992-9653 • www.namiwalks.org/pasco

executivedirector@namipasco.org • Tax ID # 59-2904264

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



nAMIWalks



Terms and Conditions for all Sponsorship Levels

Sponsor warrants and represents that all its products and services comply with all applicable federal, state and local laws and regulations. NAMI has the right to immediately cancel this sponsorship agreement in the event that Sponsor has: a) Had its license(s) revoked by any governmental authority exercising jurisdiction over Sponsor; b) Sponsor has voluntarily surrendered its license(s) after being cited for misconduct by any governmental authority exercising jurisdiction over that party; c) Sponsor has been alleged to have willfully violated the laws, rules or regulations of any jurisdiction or any governmental authority exercising jurisdiction over Sponsor; d) Otherwise violated the terms of sponsorship, which will be determined at the sole discretion of NAMI.