Proposal for Sponsorship

Saturday, October 1, 2016
Los Angeles County
Grand Park, Event Lawn

#IAmStigmaFree

National NAMIWalks Elite Sponsor

National Walk Partner
NAMIWalks Los Angeles County

Located in Los Angeles County, the 12 local NAMI affiliates work together to raise awareness and provide essential education, advocacy and support group programs for people in our community living with mental illness and their loved ones. NAMIWalks Los Angeles County, currently in its 13th year, is the largest mental health event in the County, bringing together thousands of passionate individuals and supporters to celebrate recovery from mental illness and to help raise funds, combat stigma and promote awareness. NAMI Los Angeles County is a nonprofit, grassroots organization that addresses the mental health needs of our community, replaces stigma with understanding and helps tens of thousands of families and individuals each year.

Participant Information
In 2015, over 4,000 people attended NAMIWalks LAC, raising $462,000. Participants came from all over the County, including babies to nonagenarians, representing a wide range of ethnic backgrounds. 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
Companies, organizations and families are encouraged to organize teams of walkers made up of employees, organization members, relatives and friends. In 2015, there were 225 teams and 70 sponsors, including corporations, places of worship, hospitals, social service providers, unions, student groups and more.

NAMIWalks Nationwide
The largest mental health education and fundraising effort in America, NAMIWalks brings together thousands of individuals and supporters to celebrate mental illness recovery, to honor those who have lost their lives to mental illness and to help raise funds, combat stigma and promote awareness.

This year marks the 14th Anniversary of NAMIWalks. In 2015, 79 NAMIWalks events raised almost $12 million to support local programs and initiatives that improve the lives of persons impacted by mental illness. NAMIWalks hosts teams from all over the community and features a program of local celebrities and community leaders along with food, information booths and prominent recognition of sponsors.

About NAMI
NAMI is the National Alliance on Mental Illness, the nation’s largest grassroots mental health organization. NAMI provides advocacy, education, support and public awareness so that all individuals and families affected by mental illness can build better lives.
SPONSORSHIP OPPORTUNITIES

There are numerous ways corporations and organizations can partner with NAMIWalks to help build better lives for families and individuals in Los Angeles County affected by mental illness.

<table>
<thead>
<tr>
<th>Sponsor Benefits Matrix</th>
<th>Premier Plus</th>
<th>Premier</th>
<th>Presenting</th>
<th>Major</th>
<th>Gold</th>
<th>Kick-off Event</th>
<th>Silver</th>
<th>Start/Finish Line</th>
<th>Bronze</th>
<th>Supporter</th>
<th>Kilometer</th>
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</thead>
<tbody>
<tr>
<td>Invitation to address crowd at Walk</td>
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<td>Invitation to cut ribbon at Walk start line</td>
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<td>Prominent recognition in Walk Day opening ceremony</td>
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<td>Invitation to address crowd at Kick Off Event</td>
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<td>Prominent recognition in electronic communications</td>
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<td>Logo &amp; link prominently displayed on Walk website</td>
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<td>Logo on Kick Off Event Program</td>
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<td>Walk day covered booth, with resource table and chairs</td>
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<td>Logo on stage banner on Walk day</td>
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<td>Logo on NAMIWalks brochure</td>
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<td>Sponsor’s logo/name on route sign</td>
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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.
Yes! We are proud to support the 2016 NAMIWalks Los Angeles County 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.

- **Premier Plus Sponsor** $25,000
- **Premier Sponsor** $15,000
- **Presenting Sponsor** $10,000
- **Major Sponsor** $7,500
- **Gold Sponsor** $5,000
- **Kick-off Event Sponsor** $3,500
- **Silver Sponsor** $2,500
- **Start/Finish Line Sponsor** $1,500
- **Bronze Sponsor** $1,000
- **Supporter Sponsor** $500
- **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 8, 2016.

- Check enclosed (please make payable to NAMIWalks Los Angeles County)
- Credit card payments accepted online at www.namiwalks.org/losangelescounty
- Please send an invoice
- Please reserve an exhibit booth space ($2,500 & above sponsorships)
- Please reserve an exhibit table and 2 chairs ($1,500 & above sponsorships)
- We will not be using our included exhibit space

For your records, our Tax ID# is 95-4049720. Please forward logo or any questions to: Shelley Hoffman at shelley@namilaccc.org or call 310-571-5256.

**PLEASE MAIL SPONSORSHIP CHECKS ALONG WITH THIS COMPLETED FORM TO:**
NAMIWalks Los Angeles County, 3250 Wilshire Blvd., Suite 1501, Los Angeles, CA 90010

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NAMI Los Angeles County
310-571-5256
www.namiwalks.org/losangelescounty
shelley@namilaccc.org
TAX ID #95-4049720