



nami

National Alliance on Mental Illness

Walks

2016

Proposal for Sponsorship



#IAmStigmaFree

Saturday, October 1, 2016

Los Angeles County

Grand Park, Event Lawn

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.

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

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.

Sponsor Benefits Matrix

	Premier Plus	Premier	Presenting	Major	Gold	Kick-off Event	Silver	Start/Finish Line	Bronze	Supporter	Kilometer
Invitation to address crowd at Walk	✓										
Invitation to cut ribbon at Walk start line	✓										
Prominent recognition in Walk Day opening ceremony	✓	✓									
Invitation to address crowd at Kick Off Event	✓	✓									
Prominent recognition in electronic communications	✓	✓	✓								
Sponsor's name included in press release	✓	✓	✓								
Logo & link prominently displayed on Walk website	✓	✓	✓	✓							
Logo on Kick Off Event Program	✓	✓	✓	✓	✓	✓					
Walk day covered booth, with resource table and chairs	✓	✓	✓	✓	✓	✓	✓				
Logo on stage banner on Walk day	✓	✓	✓	✓	✓	✓	✓				
Logo on NAMIWalks brochure	✓	✓	✓	✓	✓	✓	✓	✓			
Walk day resource table and chairs	✓	✓	✓	✓	✓	✓	✓	✓			
Logo on event poster	✓	✓	✓	✓	✓	✓	✓	✓			
Logo on NAMIWalks t-shirt	✓	✓	✓	✓	✓	✓	✓	✓			
Logo displayed on website	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Name on Walk brochure	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Name on NAMIWalks t-shirt	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Name on NAMIWalks website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor's logo/name on route sign											✓
	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000	\$3,500	\$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 the food and beverages.

2015 Sponsors

Mr. Tom Maxfield
Alkermes
Debbie and Don Mink
The Frisch Family
Parexel
Zimmer Family Foundation
ENKI Health and Research Systems, Inc.
California Endowment
CEDARS-SINAI Health Systems
Evolve Treatment Centers
Landmark Medical Center/Services
Life Adjustment Team
PhRMA
Pomona Valley Hospital Medical Center
Pranic Healing
Resnick Hospital at UCLA
Sovereign Health Group
Wells Fargo Foundation in cooperation w/ Wells Fargo
MAdvisors

Californians for Energy Independence
Sunovion Pharmaceuticals Inc.
BHC Alhambra Hospital
Bridges to Recovery
Clearview Treatment Programs
Del Amo Behavioral Health
Haynes Family of Programs
Health Care for All - LA Chapters
Homes for Life
Inland Psychiatric Medical Group, Inc.
Legal Shield
Lundbeck LLC
Pacific Clinics
Praxis Communications, LLC (Kinect 4)
Silverlake Medical Center-Ingleside Campus
Social Model Recovery Systems
Tarzana Treatment Centers

Telecare Corporation
ASCLEPES Research
Association of Community Human Service Agencies
California Community Foundation
DevaCurl
Didi Hirsch
Gibson International Charitable Fund
Griffin, John
Janssen Pharmaceuticals, Inc.
Project Return Peer Support Network
San Fernando Valley Community Mental Health Center
Step Up on Second
Ward's Pharmacy
Wescom Credit Union
Anne Sippi Clinic Community Services/ ASC Adult
Community Services

Center for Health Care Rights
Exodus Recovery
Foothill Family Services
Law Offices of Stuart D. Zimring
Metro Video Systems
Southern California Psychiatric Society
Star View Children & Family Services, Inc.
Universal Protection Service
White & Company Insurance, Inc.
Leventhal Law Group, P.C.
Gateway Christian Church
Glendale Adventist Medical Center
Kodish Family
Recovery International
Wellness Alternative Support Advantage
Centinela Feed and Pet Supply

SPONSORSHIP CONFIRMATION FORM

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.

- | | | | |
|---|----------|--|---------|
| <input type="checkbox"/> Premier Plus Sponsor | \$25,000 | <input type="checkbox"/> Silver Sponsor | \$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 Event Sponsor | \$3,500 | | |

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@namilacc.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

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



National Alliance on Mental Illness

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