



namiwalks

YOUR WAY



Proposal for Sponsorship

2020

NAMIWalks Your Way Broward County:

A Virtual Event

Saturday, October 10, 2020

NATIONAL LEAD SPONSOR



NATIONAL PARTNERS





Located in Plantation, Florida, NAMI Broward County 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 Broward County 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 Broward County is a 501 (c)(3) mental health organization.

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

NAMIWalks Your Way Reaches Out to a Nation In Need

This year presents an extraordinary challenge and never have we at NAMI felt the need so strongly. NAMIWalks' public, active display of support for people affected by mental health conditions — this uncertain year in particular — is one important way we are helping change how Americans view people with a mental illness. NAMIWalks Your Way will bring together individuals and businesses in a far-reaching campaign to help raise funds, combat stigma and promote awareness. Last year alone, 103 NAMIWalks events in 41 states raised over \$12.5 million to support local programs and initiatives.

Who Walks with NAMI?

NAMIWalks events have always attracted and engaged 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. This year's virtual edition is no exception. Although there is no registration fee, all participants are encouraged to collect donations to support NAMI's free, top-rated programs and services in the community. Participants raising \$100 or more receive a 2020 NAMIWalks T-shirt.

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 NAMI Walks to help build better lives for families and individuals in South Florida affected by mental illness.

Sponsor Benefits

| | PREMIER | PRESENTING | MAJOR | GOLD | SILVER | START/FINISH LINE | KICK-OFF EVENT | BRONZE | SUPPORTER | KILOMETER |
|--|---------|------------|--------|------|--------|-------------------|----------------|--------|-----------|-----------|
| | \$15K | \$10K | \$7.5K | \$5K | \$2.5K | \$1.5K | \$1.5K | \$1K | \$500 | \$250 |
| Special recognition at Virtual Kick-off Event | ● | | | | | | | | | |
| Video ad/message during virtual walk day program | ● | ● | | | | | | | | |
| Corporate team fundraising page | ● | ● | ● | | | | | | | |
| Logo on virtual walk day program | ● | ● | ● | | | | | | | |
| Recognition during virtual walk day program | ● | ● | ● | ● | | | | | | |
| Sponsor highlight in walk e-newsletter | ● | ● | ● | ● | | | | | | |
| Two social media posts (agreed upon copy/creative) | ● | ● | ● | ● | ● | | | | | |
| Logo on digital flyer | ● | ● | ● | ● | ● | ● | ● | | | |
| Logo displayed on website | ● | ● | ● | ● | ● | ● | ● | ● | ● | |
| Logo on NAMI Walks t-shirt | ● | ● | ● | ● | ● | ● | ● | ● | ● | |
| Listing on NAMI Walks website | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Acknowledgement during virtual walk day program | | | | | | | | | | ● |

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.

2019 Top Sponsors

National NAMIWalks Lead Sponsor: Alkermes
 Alliance For Eating Disorders Awareness
 AIDS Healthcare Foundation
 American Addiction Centers
 Amicus Medical Group
 Aspire Health
 Barry University Counseling Program
 Broward Behavioral Health Coalition
 Beacon Health Options
 Broward County Parks and Recreation
 Broward County Sheriff's Office
 Broward County-Community Partnership
 Division
 Broward Health
 CARMHealth Management, Inc.
 Chamberlain University
 Chrysalis Health

City of Coconut Creek
 Commissioner Dr. Barbara Sharief
 Destination Hope
 Discovery Mood and Anxiety Program
 E-Builder
 Florida Department of Children and Families
 Florida Medical Center
 Fort Lauderdale Behavioral Health Center
 Gulf Coast Jewish Family & Community
 Services (JFCS)
 HCA East Florida Division
 Heller USA Industrial & Commercial Realtors
 Henderson Behavioral Health
 Humana
 Jack & Jill of America, Greater Fort Lauderdale
 Janssen Pharmaceutical Companies
 John Knox Village

Lakewood Center
 Larkin Behavioral Health Hospital
 Law Office of the Public Defender of Broward
 County
 Lifeware Distributor
 Lundbeck Takeda
 MD Now
 Memorial HealthCare Systems
 Mental Health America of Southeast Florida
 Miccosukee Tribe of Indians of Florida
 Neuro Wellness Centers of America
 Northstar Financial Planners
 Otsuka
 PACE Center for Girls, Broward County
 PsychSolutions, Inc.
 Publix Supermarkets
 Reliable Construction & Plumbing

Rogers Behavioral Health
 Rubenstein Law
 Segal Trials
 Simply Health Care
 South Florida Bible College & Theological
 Seminary
 South Florida Wellness Network
 Step Up for Students
 Sun City Produce
 Sunshine Health
 Take Shape Plastic Surgery
 The Florida House Experience
 The Renfrew Center
 United Metal Recycling Corp.
 Walmart/Sams Club
 Wellcare Health Plans, Inc.
 Wellpath Recovery Solutions

Sponsorship Confirmation Form

Yes! We are proud to support the 2020 Broward County NAMIWalks Your Way virtual 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.

- | | | | |
|---|----------|--|-------|
| <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: _____

- Check enclosed (please make payable to NAMI Broward County)
- Credit card payments accepted online at www.namiwalks.org/browardcounty
- Please send an invoice

For your records, our Tax ID# is 93-1223495. Please forward logo or any questions to: walk@namibroward.org

PLEASE MAIL SPONSORSHIP CHECKS TO:
 NAMI Broward County, 4161 NW 5 St, Suite 203, Plantation, FL 33317

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



NAMI Broward County
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