



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.

	PREMIER	PRESENTING	MAJOR	GOLD	SILVER	START/FINISH LINE	KICK-OFF EVENT	BRONZE	SUPPORTER	KILOMETER
Sponsor Benefits	\$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
CARMAhealth 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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