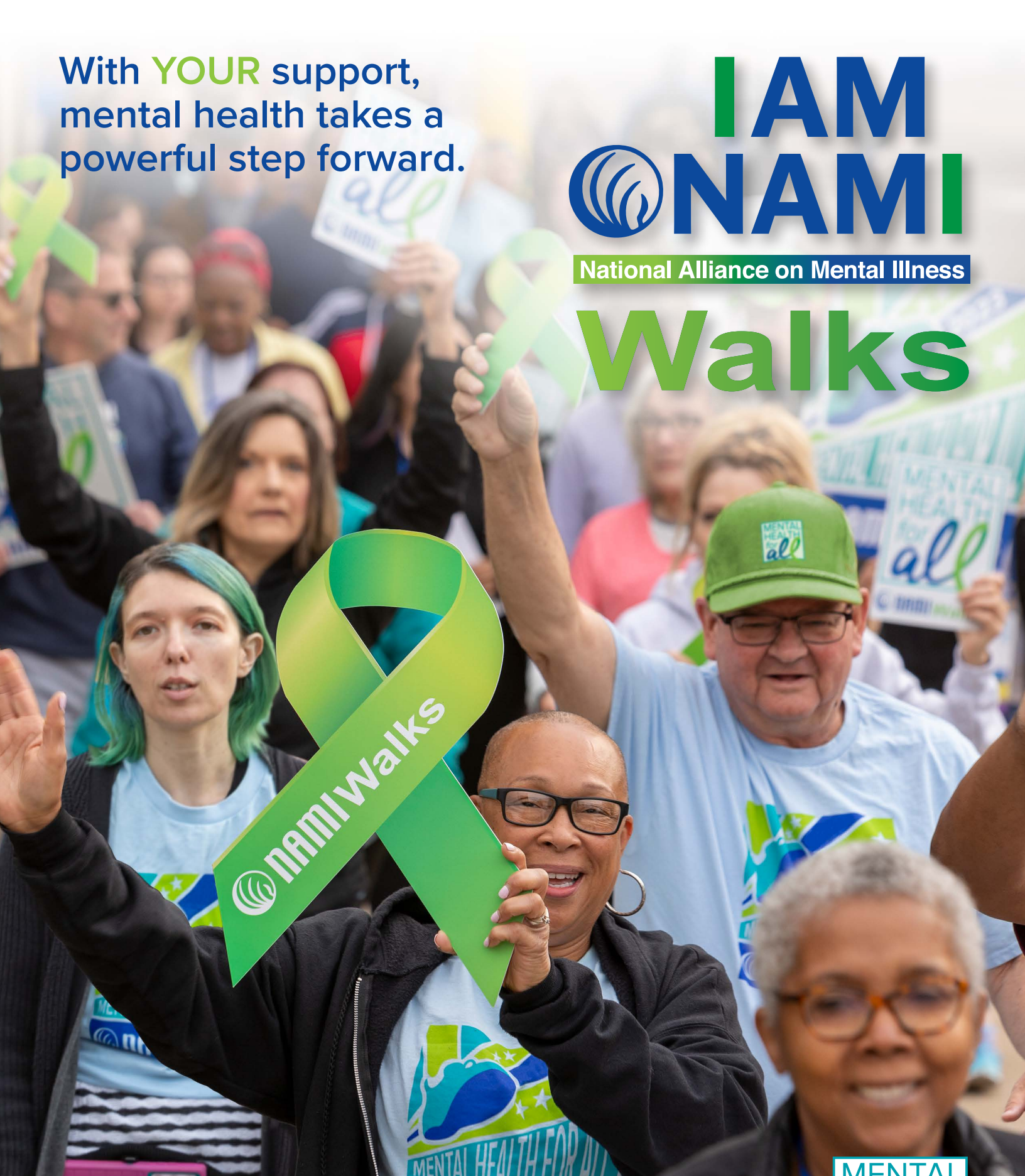


With **YOUR** support,
mental health takes a
powerful step forward.



National Alliance on Mental Illness

Walks



**NAMI Walks North Texas
2024 SPONSORSHIP OPPORTUNITIES**



Our partners play a powerful part in NAMIWalks.

Mental health presents greater challenges and opportunities every year.

Your commitment makes a distinct difference in our local community and inside your organization — with your company culture and the pride your contributions inspire in each and every member of your team.

Mental Health for All includes giving our all — as sponsors, as participants, as donors. Thank you for everything you offer to our effort in 2024.

NAMIWalks
North Texas

Saturday, May 18

Riders Field
Frisco, TX

THREE pillars to support ONE goal:



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 NAMIWalks

Our award-winning 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 North Texas.

Taking place in more than 130 locations, NAMIWalks invites participants to share their stories, build community and walk together to achieve Mental Health for All.

Funds raised directly support NAMI North Texas's mission of education, advocacy, support and public awareness. We are grateful to our partners for helping to make our goal of Mental Health for All possible.



NAMIWalks North Texas

Our 2023 Walk brought together more than 700 North Texans at Riders Field, all with the goal of Mental Health for All. Thanks to their incredible support and the generosity of sponsors like you, we were able to raise over \$108,000 to support our mission of providing no-cost mental health services to all North Texans.

\$108,000



700+
Walkers



116
Teams



1241
Participants

NAMI North Texas provides education, support, advocacy, and public awareness to improve the lives of people living with mental health conditions and their family members. Our education classes and support groups are led by peers who have experience caring for loved ones living with a mental health condition, or are navigating their own mental health challenges. These trained peers understand and offer support, encouragement, and connection without judgment.

NAMI North Texas also provides an array of specialized programs, including youth programs, first responder initiatives, Mental Health 101 workshops, Mental Health in the Workplace seminars, increased offerings in Spanish, and various other services.

We envision a stigma-free, supportive community where recovery is achievable and mental health services are accessible by all.

Presenting Sponsor \$15,000

- “Presented by” naming rights with logo included on select customized materials
- Walk Day video, filmed by the sponsor, shared on social media
- Speaking opportunity at your local NAMIWalks event, during your choice of ceremony and/or local event kickoff meeting
- One dedicated press release announcing sponsorship
- Opportunity for sponsor-provided promotional giveaway in gift bags (quantity needed: 750)**
- Opportunity to provide company bio for Sponsorship page on local NAMIWalks website
- Logo in all scheduled participant electronic communications starting 80 days from event day (minimum of 20)
- Name included in 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



Premier Sponsor \$10,000

- Opportunity for sponsor-provided promotional giveaway in gift bags (qty. needed: 750)**
- Opportunity to provide company bio for Sponsorship page on local NAMIWalks website
- Logo in all scheduled participant electronic communications starting 80 days from event day (minimum of 20)
- 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.

**Promotional items must be received two weeks prior to event day to be included in gift bags

**Gold
Sponsor
\$5,000**

- 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
\$2,500**

- 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

**Bronze
Sponsor
\$1,000**

- 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*
- Logo recognition on NAMIWalks event day signage*
- Name recognition on local NAMIWalks website



*Please note: some benefits subject to print deadlines.

Supporter Sponsor \$500

- Exhibit space including table at your NAMIWalks event*
- Promotion on social media and/or in electronic newsletters pre and post event (1 post)
- Name recognition on NAMIWalks participant T-shirts*
- Name recognition on NAMIWalks event day signage*
- Name recognition on local NAMIWalks website

Nonprofit Sponsor \$250

Please note: This option is for nonprofit organizations only.

- Exhibit space including table at your NAMIWalks event
- Promotion on social media and/or in electronic newsletters pre and post event (1 post)
- Name recognition on local NAMIWalks website

Experience Sponsorships

Kick Off Sponsor - \$2500+

- “Presented by” naming rights for NAMIWalks Kick Off event
- Exclusive logo signage as Kick Off Sponsor
- Logo included on Kick Off event materials
- Exhibit space and speaking opportunity at Kick Off event

Refreshment Sponsor - \$1500+

- Exclusive logo signage as Refreshment Sponsor at NAMIWalks event

Kid Zone Sponsor - \$1500+

- Exclusive logo signage as Kid Zone Sponsor at NAMIWalks event

**All experience sponsorships include the following:*

- Exhibit space including table at your NAMIWalks event*
- Promotion on social media and/or in electronic newsletters pre and post event (1 post)
- Name recognition on NAMIWalks participant T-shirts*
- Name recognition on NAMIWalks event day signage*
- Name recognition on local NAMIWalks website

*Please note: some benefits subject to print deadlines.

SPONSORSHIP TIERS OF IMPACT

at a glance

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

	Presenting \$15,000	Premier \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Supporter \$500	Nonprofit \$250
“Presented by” naming rights with logo included on select customized materials	•						
Walk Day video, filmed by the sponsor, shared on social media	•						
Speaking opportunity at your local NAMIWalks event, during your choice of ceremony and/or local event kickoff meeting	•						
One dedicated electronic communication announcing sponsorship	•						
Opportunity for sponsor-provided promotional giveaway in gift bags (quantity needed: 750)**	•	•					
Opportunity to provide company bio for Sponsorship page on local NAMIWalks website	•	•					
Logo in all scheduled participant electronic communications starting 80 days from the event date (minimum of 20)	•	•					
Name included in press releases	•	•					
Logo on NAMIWalks poster*	•	•	•				
Logo recognition at Cultivation Events	•	•	•				
Recognition on NAMIWalks event day signage*	Logo	Logo	Logo	Logo	Logo	Name	
Recognition on NAMIWalks participant T-shirts*	Large logo	Large logo	Medium logo	Small logo	Name	Name	
Promotion on social media and/or in newsletters, pre and post event	6	5	4	3	2	1	1
Exhibit space at your NAMIWalks event	Table	Table	Table	Table	Table	Table	Table
Recognition on local NAMIWalks website	Logo	Logo	Logo	Logo	Name	Name	Name

*In order to be included on all print materials commitments must be made by April 15.

**Promotional items must be received two weeks prior to event day to be included in gift bags

SPONSORSHIP COMMITMENT FORM

Yes! We are proud to support the 2024 NAMIWalks North Texas 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	\$15,000	Silver Sponsor	\$2,500
Premier Sponsor	\$10,000	Bronze Sponsor	\$1,000
Gold Sponsor	\$5,000	Supporter Sponsor	\$500
		Nonprofit 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 North Texas)

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

Please send an invoice

.....
Yes, we plan to use our exhibit space on Walk Day:

Walk Day contact name: _____

Walk Day contact email: _____

No, we do not plan to use our exhibit space on Walk Day.
.....

PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI North Texas
2812 Swiss Avenue, Dallas, TX 75204

PLEASE EMAIL SPONSORSHIP LOGO TO:

Kasey Smith
kaseys@naminorthtexas.org

NAMI North Texas

Phone • www.namiwalks.org/northtexas

kaseys@naminorthtexas.org • Tax ID # 75-1875023

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



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.