

2023

# SPONSORSHIP OPPORTUNITIES



# namiWalks

YOUR WAY  
*Fox Valley*

Saturday, October 14, 2023

Fox Cities Stadium  
Appleton, WI



# Mental Health for All: Sponsor the Vision

A new season of NAMIWalks Your Way brings another chance to support Mental Health for All with your sponsorship. You'll be helping our community keep pace with the rising need for mental health programs and services.

This is a new day for mental health. New doors are opening, more stories are being shared, visibility has never been higher. It's an ideal time to partner with this event and become part of a powerful, life-changing movement.

We thank you in advance for your contribution to NAMIWalks Your Way. As a sponsor, you are a cornerstone of hope for all of us.

## BECOME A NAMIWALKS YOUR WAY SPONSOR:



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  
we're in this together

## ABOUT NAMIWALKS YOUR WAY

NAMIWalks Your Way 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 Fox Valley. Taking place in more than 120 locations, NAMIWalks Your Way invites participants to share their stories, build community and walk together to achieve Mental Health for All. Funds raised directly support NAMI Fox Valley's mission of education, advocacy, support and public awareness.

To register a team online, visit [www.namiwalks.org/foxvalley](http://www.namiwalks.org/foxvalley).



# Presenting Sponsor | \$15,000

- Speaking opportunity at your NAMIWalks Your Way event and/or event kickoff meeting
- Logo in electronic communications
- Prominent logo on local NAMIWalks Your Way website
- Premium exhibit space including table and tent at your NAMIWalks Your Way event\*
- Dedicated press release announcing sponsorship
- Sponsor's name included in additional press releases
- Prominent logo on NAMIWalks Your Way event day signage\*
- Prominent logo on NAMIWalks Your Way poster
- Opportunity to display two banners at your NAMIWalks Your Way event (must be approved by NAMI and be no larger than 4 x 6 feet)\*
- Cross-promotion on social media and/or in electronic newsletters (8 posts, minimum)
- Prominent logo on NAMIWalks Your Way participant T-shirts
- Opportunity to have a NAMIWalks Your Way kickoff at your company office to engage employees in our goal of Mental Health for All\*

\*Please note: some benefits subject to print deadlines. In the event a physical event can't take place, comparable benefits will be given. Safety is of the highest priority.



NAMIWalks Your Way | 2023 Sponsorship Opportunities



## Premier Sponsor | \$10,000

- Logo in electronic communications
- Prominent logo on local NAMIWalks Your Way website
- Premium Walk Day exhibit space including table and tent at your NAMIWalks Your Way event\*
- Sponsor's name included in press releases
- Prominent logo on NAMIWalks Your Way event day signage\*
- Prominent logo on NAMIWalks Your Way poster
- Opportunity to display one banner at your NAMIWalks Your Way event (must be approved by NAMI and be no larger than 4 x 6 feet)\*
- Cross-promotion on social media and/or in electronic newsletters (5 posts, minimum)
- Prominent logo on NAMIWalks Your Way participant T-shirts

## Platinum Sponsor | \$7,500

- Logo on local NAMIWalks Your Way website
- Exhibit space including table and tent at your NAMIWalks Your Way event\*
- Sponsor's name included in press releases
- Medium logo on NAMIWalks Your Way event day signage\*
- Medium logo on NAMIWalks Your Way poster
- Opportunity to display one banner at your NAMIWalks Your Way event (must be approved by NAMI and no larger than 4 x 6 feet)\*
- Cross-promotion on social media and/or in electronic newsletters (4 posts, minimum)
- Medium logo on NAMIWalks Your Way participant T-shirts

\*Please note: some benefits subject to print deadlines. In the event a physical event can't take place, comparable benefits will be given. Safety is of the highest priority.



## Gold Sponsor | \$5,000

- Logo on local NAMIWalks Your Way website
- Exhibit space including table and tent at your NAMIWalks Your Way event\*
- Sponsor's name included in press releases
- Logo on NAMIWalks Your Way event day signage\*
- Logo on NAMIWalks Your Way poster
- Cross-promotion on social media and/or in electronic newsletters (3 posts, minimum)
- Logo on NAMIWalks Your Way participant T-shirts

## Silver Sponsor | \$2,500

- Logo on local NAMIWalks Your Way website
- Exhibit space including table and tent at your NAMIWalks Your Way event\*
- Logo on NAMIWalks Your Way event day signage\*
- Cross-promotion on social media and/or in electronic newsletters (2 posts, minimum)
- Logo on NAMIWalks Your Way participant T-shirts

\*Please note: some benefits subject to print deadlines. In the event a physical event can't take place, comparable benefits will be given. Safety is of the highest priority.





## Bronze Sponsor | \$1,000

- Name on local NAMIWalks Your Way website
- Exhibit space including table at your NAMIWalks Your Way event\*
- Name on NAMIWalks Your Way event day signage\*
- Cross-promotion on social media and/or in electronic newsletters (1 post, minimum)
- Name on NAMIWalks Your Way participant T-shirts

## Supporter Sponsor | \$500

- Name on local NAMIWalks Your Way website
- Name on NAMIWalks Your Way event day signage\*
- Name on NAMIWalks Your Way participant T-shirts

\*Please note: some benefits subject to print deadlines. In the event a physical event can't take place, comparable benefits will be given. Safety is of the highest priority.



# Sponsorship Opportunities

*at a glance*

There are numerous ways corporations and organizations can partner with NAMIWalks Your Way to help build better lives for families and individuals in Fox Valley affected by mental illness.

	Presenting \$15,000	Premier \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Supporter \$500
Speaking opportunity at your local NAMIWalks Your Way event, during your choice of ceremony and/or local event kickoff meeting*	●						
Designated press release announcing sponsorship	●						
Opportunity to have a NAMIWalks Your Way kickoff at your company office to engage employees*	●						
Logo in electronic communication	●	●					
Opportunity to display company-provided banner*	●	●	●				
Name included in press releases	●	●	●	●			
Logo on NAMIWalks Your Way poster	●	●	●	●			
Exhibit space at your NAMIWalks Your Way event*	Premium Table & Tent	Premium Table & Tent	Table & Tent	Table & Tent	Table & Tent	Table	
Cross-promotion on social media and/or in newsletters**	8	5	4	3	2	1	
Recognition on NAMIWalks Your Way participant T-shirt	Logo	Logo	Logo	Logo	Logo	Name	Name
Recognition on NAMIWalks Your Way event day signage	Logo	Logo	Logo	Logo	Logo	Name	Name
Recognition on NAMIWalks Your Way website	Logo	Logo	Logo	Logo	Logo	Name	Name

Benefits may vary by location. 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.

\*In the event a physical event can't take place, comparable benefits will be given. Safety is of the highest priority.

\*\*Minimum number of posts per level

# Sponsorship Commitment Form

Yes! We are proud to support the **2023** NAMIWalks Your Way Fox Valley 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
Platinum Sponsor	\$7,500	Supporter Sponsor	\$500
Gold Sponsor	\$5,000	In-Kind Sponsor	

Company name:

Contact name:

Address:

City:

State:

Zip:

Phone:

Fax:

Website:

Email address:

Check enclosed (please make payable to NAMI Fox Valley)

Credit card payments accepted online at [www.namiwalks.org/foxvalley](http://www.namiwalks.org/foxvalley)

Please send an invoice

For your records, our Tax ID# is 39-1545497. Please forward logo or any questions to:

Morgan O'Connell - [morgan@namifoxvalley.org](mailto:morgan@namifoxvalley.org)

## PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI Fox Valley, 211 E. Franklin Street, Appleton, WI 54911

## NAMI Fox Valley

920-954-1550 • [www.namiwalks.org/foxvalley](http://www.namiwalks.org/foxvalley) • [info@namifoxvalley.org](mailto:info@namifoxvalley.org)

To learn more about NAMIWalks Your Way, visit [www.namiwalks.org](http://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.