



NAMI Walks

YOUR WAY
Greater Toledo

2021 SPONSORSHIP
OPPORTUNITIES

Saturday, May 22, 2021



NATIONAL PLATINUM SPONSOR



NATIONAL GOLD SPONSOR





NAMI, the National Alliance on Mental Illness, is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness. NAMI Greater Toledo, located in Ohio, provides free, top-rated mental health programs and services for our community. A 501(c)(3) organization, NAMI Greater Toledo is a nonprofit, grassroots organization that helps thousands of families and individuals each year.

To register a team online, visit namiwalks.org/greatertoledo

Mental Health Awareness Needs You!

120+
Walks Nationwide

100,000+
Participants Annually

\$150M+
Raised since 2003

Even before the pandemic, the need for affordable mental health resources was already on the rise. And now, when the only predictable adjective for the ongoing mental health crossroads is unpredictable, we have no choice but to give our all — keeping everyone safe and engaged on the virtual streets.

Our sponsors' brands are associated with helping individuals and families affected by mental illness build better lives in Ohio and beyond. By becoming a local sponsor of NAMIWalks, you help raise awareness where there is precious little of it, eliminate the stigma of mental illness, and promote the health of our communities. NAMI will work with you and your organization to tailor a sponsorship package that meets your specific needs and goals.



Sponsorship Opportunities

There are numerous ways corporations and organizations can partner with NAMI Walks to help build better lives for families and individuals in Ohio affected by mental illness.

	PRESENTING	PREMIER	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
Speaking opportunity at Virtual Kick-off Event	✓									
Video ad/message during virtual walk day program	✓	✓								
Corporate team fundraising page	✓	✓								
Logo on virtual walk day program	✓	✓	✓							
Sponsor's name included in press release	✓	✓	✓							
Logo in final logistics email	✓	✓	✓							
Virtual sponsor booth on NAMI Walks website	✓	✓	✓	✓						
Social media mentions	5	4	3	2	1					
Featured on NAMI Walks T-shirt	Logo	Logo	Logo	Logo	Logo	Name	Name	Name	Name	
Featured on NAMI Walks website	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name
Acknowledgment 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.

Sponsorship Commitment Form

● Yes! We are proud to support the 2021 Greater Toledo 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"/> Presenting Sponsor | \$15,000 | <input type="checkbox"/> Kick-off Event Sponsor | 1,500 |
| <input type="checkbox"/> Premier Sponsor | 10,000 | <input type="checkbox"/> Start/Finish Line 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 NAMIWalks Greater Toledo)
- Credit card payments accepted online at namiwalks.org/greatertoledo
- Please send an invoice

For your records, our Tax ID# is 34-1723306. Please forward logo or any questions to:
Mary Finch, mfinch@namitoledo.org

PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI Greater Toledo, 2753 West Central Ave, Toledo, OH 43606



NAMI Greater Toledo

419-243-1119 • namiwalks.org/greatertoledo
Mary Finch, mfinch@namitoledo.org • TAX ID #34-1723306

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