



## NAMI Walks for the Mind of America



## Proposal for Sponsorship



San Diego County NAMI Walk  
April 16th, 2011 ~ Balboa Park

# About The National Alliance on Mental Illness (NAMI)

## NAMI Walks

NAMI Walks for the Mind of America is a nation-wide event being held in 80 communities around the country in 2011. It is the largest anti-stigma effort in San Diego County and America. It raises public awareness about mental illness and allows individuals with mental illness and their families and friends, as well as the larger community to gather for this special day. This event hosts hundreds of teams from all over San Diego County and features a program of local celebrities and dignitaries as well as live music to kick off the event. The walk features food, information booths, and prominent recognition of media, business, and healthcare.

## NAMI San Diego

NAMI is the National Alliance on Mental Illness, the nation's largest grassroots mental health organization dedicated to empowering the lives of individuals and families affected by mental illness. NAMI has over 1,100 affiliates in communities across the country who engages in advocacy, research, support, and education. Members of NAMI are families, friends, and people living with mental illness such as major depression, schizophrenia, bipolar disorder, obsessive-compulsive order (OCD), panic disorder, post-traumatic stress disorder (PTSD), and borderline personality disorder.

NAMI San Diego is a 501 (c) (3) grassroots mental health organization. It has been in existence since 1978.

## Mission and Goals

NAMI San Diego champions of justice, dignity, and respect for all people affected by mental illness. Through education, support, and advocacy, we strive to eliminate the pervasive stigma of mental illness, effect the positive changes in the mental health system, and increase public and professional understanding of mental illness.

## NAMI Services

NAMI San Diego fulfills its mission through a variety of programs to promote education, advocacy, and awareness.

## Our programs include:

**Family-to-Family:** A free 12-week course for the families of persons with mental illnesses. The course balances education and skill-training with self care, emotional support, and empowerment.

**Peer-to-Peer:** A free 10-week experimental education course on the topic of recovery for any person with serious mental illness who is interested in establishing and maintaining wellness.

**In Our Own Voice (IOOV):** A recovery-education program presented by trained consumer presenters to other consumers, families, friends, and professionals. The presenters offer insight and hope by their example and testimonials of their experiences. Five stages of recovery are covered including dark days, acceptance, treatment, coping skills, successes, hopes and dreams.



# SPONSORSHIP BENEFITS

## Presenting Sponsor ... \$10,000

- Verbal and visual recognition at all Walk activities
- Company listed as "Presenting Sponsor" on front cover of all printed materials and Walk posters
- Press release announcing lead sponsorship of event
- Company banner displayed over Walk stage area
- Company banner displayed at Kick-off Event and all other Walk-related events
- Sponsor-hosted information booth at Walk Resource Fair
- Logo placement on poster at Walk
- Top logo placement on Walk T-shirts
- AArrow Sign on Walk Route with Logo and Sign Spinner
- Prominent logo placement on Walk website ([www.nami.org/namiwalks/CA/sandiego](http://www.nami.org/namiwalks/CA/sandiego)) with link to sponsor website

## Platinum Sponsor ... \$7,500

- Verbal and visual recognition at all Walk activities
- Prominent logo placement on all printed materials and Walk posters
- Press release announcing sponsorship of event
- Company banner displayed at Start/Finish line area
- Company banner displayed at Kick-off Event and all other Walk-related events
- Sponsor-hosted information booth at Walk Resource Fair
- Logo placement on poster at Walk
- Top logo placement on Walk T-shirts
- AArrow Sign on Walk Route with Logo and Sign Spinner
- Prominent logo placement on Walk website ([www.nami.org/namiwalks/CA/sandiego](http://www.nami.org/namiwalks/CA/sandiego)) with link to sponsor website

## Gold Sponsor ... \$5,000

- Verbal and visual recognition at all Walk activities
- Logo placement on all printed materials and Walk posters
- Press release announcing sponsorship of event
- Company banner displayed at the Start/Finish area
- Sponsor-hosted information booth at Walk Resource Fair
- Logo placement on poster at Walk
- Prominent logo placement on Walk T-shirts
- AArrow Sign on Walk Route with Logo and Sign Spinner
- Prominent logo placement on Walk website ([www.nami.org/namiwalks/CA/sandiego](http://www.nami.org/namiwalks/CA/sandiego)) with link to sponsor website

## Silver Sponsor ... \$2,500

- Verbal and visual recognition at all Walk activities
- Logo on all printed materials and Walk posters
- Sponsor-hosted information booth at Walk Resource Fair
- Logo on Walk T-shirt
- AArrow Sign on Walk Route with Logo and Sign Spinner
- Logo placement on poster at Walk
- Logo placement on Walk website ([www.nami.org/namiwalks/CA/sandiego](http://www.nami.org/namiwalks/CA/sandiego)) with link to sponsor Website

## Start/Finish Line Sponsor ... \$1,500

- Logo on all printed materials and Walk posters
- Company banner displayed at the Start/Finish area
- Sponsor-hosted information booth at Walk Resource Fair
- Logo on NAMI Walk T-shirts
- AArrow Sign on Walk Route with Logo and Sign Spinner
- Logo with link on NAMI Walk website ([www.nami.org/namiwalks/CA/sandiego](http://www.nami.org/namiwalks/CA/sandiego))

## Bronze Sponsor ... \$1,000

- Logo on all Walk-related printed materials
- Sponsor-hosted information booth at Walk Resource Fair
- Logo on Walk T-shirts
- AArrow Sign on Walk Route with Logo and Sign Spinner
- Logo with link on NAMI Walks website ([www.nami.org/namiwalks/CA/sandiego](http://www.nami.org/namiwalks/CA/sandiego))

## Supporter Sponsor ... \$500

- Sponsor-hosted information booth at Walk Resource Fair
- Logo placement on NAMI Walk route
- Logo on NAMI Walk T-shirt
- Logo on NAMI Walks website ([www.nami.org/namiwalks/CA/sandiego](http://www.nami.org/namiwalks/CA/sandiego))

## Kilometer Sponsor ... \$250

- Sponsor-hosted information booth at Walk Resource Fair
- Name printed on NAMI Walk T-shirt

## Resource Fair Only ... \$75

- Sponsor-hosted information booth at Walk Resource Fair

## REGISTRATION

Runners/walkers can register online at: [www.nami.org/namiwalks/CA/sandiego](http://www.nami.org/namiwalks/CA/sandiego). You may also register the day of the walk. If you register under a team, your team captain will pick up your race bib and t-shirt.

## PRE-REGISTRATION

Team Captains and Individual Walkers only, can come to the NAMI San Diego office the week prior to the walk to pick up your teams bibs and t-shirts. To expedite the process, please call the office beforehand to schedule a time with Rita Navarro at 619-398-9850.

## WARM-UP

Be ready at 8:00a.m. to participate in warm-up stretching! Post walk, repeat your stretching to make sure your muscles quickly recuperate.

## START

The walk will start promptly at 8:15a.m.

## T-SHIRTS

For those who raised over \$100, T-shirts may be picked up at the T-shirt booth on the day of the walk or by the Team Captains at the NAMI San Diego Office the week prior to the walk.

## PARTICIPANT INFORMATION

There is no registration fee for the Walk. All participants are encouraged to collect donations from family members, friends, co-workers, and business associates. All walkers raising \$100 or more will receive a NAMIWalks event T-shirt.

## WALK TEAMS AND PARTICIPATION

Companies, organizations, and families are encouraged to organize teams of walkers made up of employees, organization members, relatives and friends to take part in the Walk.

## MENTIONS AS AN OFFICIAL SPONSOR IN ALL ADVERTISING

- Mentions as an official sponsor in all Walk materials including the event brochure program for the Kick-Off lunch, press releases, and trade publications
- Prominent recognition on signage at all Walk-related events
- Corporate banner may be prominently displayed at the start/end point of the Walk
- Name displayed on the Walk website ([www.nami.org/namiwalks/CA/sandiego](http://www.nami.org/namiwalks/CA/sandiego))
- Recognition as official sponsor on Walk website ([www.nami.org/namiwalks/CA/sandiego](http://www.nami.org/namiwalks/CA/sandiego))



# SAVE THE DATE!

## San Diego County NAMI Walk April 16th, 2011

*NAMI Walks for the Mind of America...*

*Changing minds one step at a time!*

April 16, 2011 ~ Balboa Park – 6th Ave & Quince

CHECK-IN TIME: 6:30AM    WALK START TIME: 8:15AM