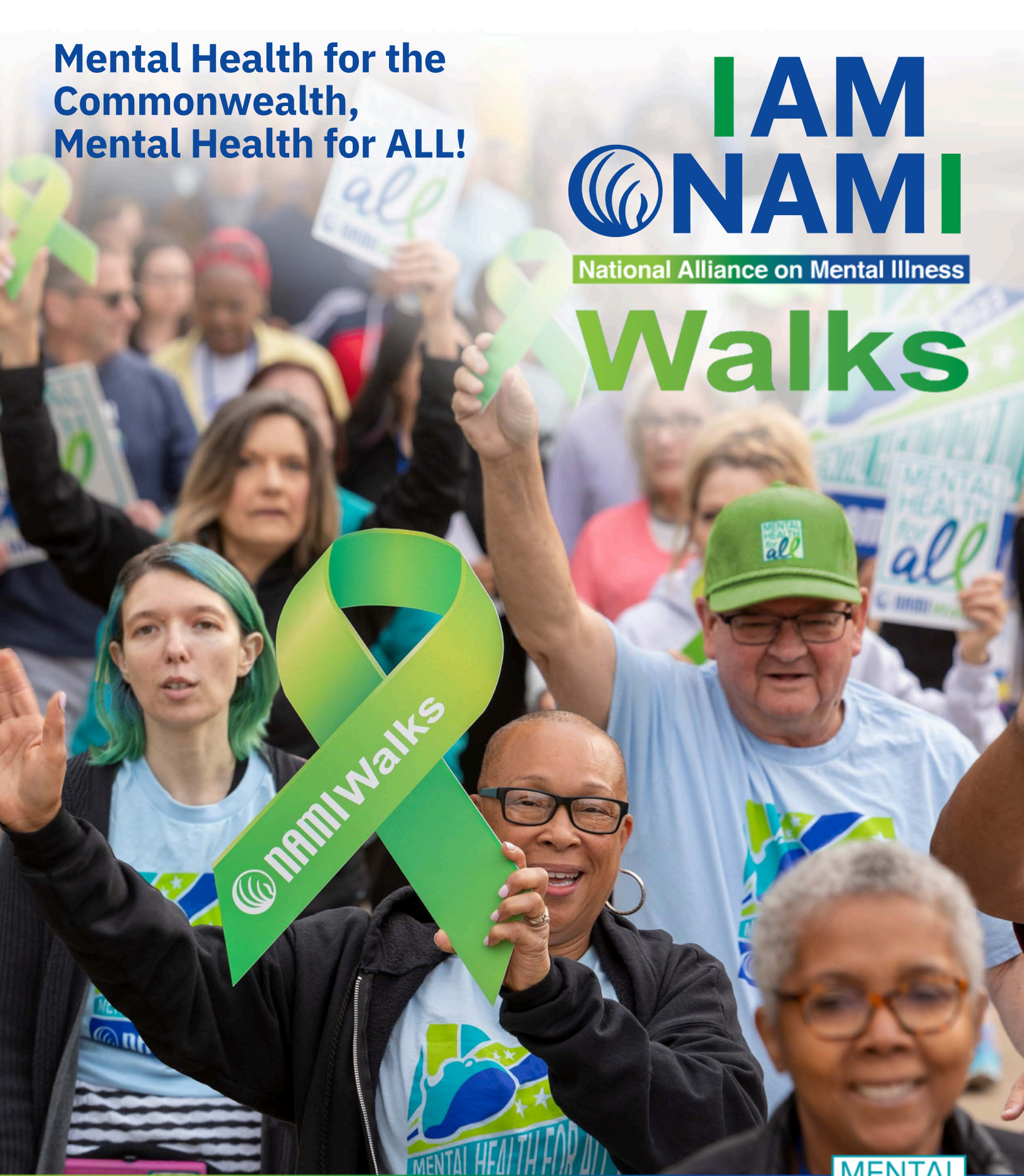


**Mental Health for the
Commonwealth,
Mental Health for ALL!**



National Alliance on Mental Illness

Walks



**NAMIWalks Lexington 2024
SPONSORSHIP OPPORTUNITIES**



Our partners play a powerful part in NAMIWalks.

As Eastern State Hospital celebrates their 200th birthday, they continue to innovate behavioral healthcare with the opening of their EmPATH program which helps individuals access the help that they need in the least restrictive manner.

New Vista is one of a very few Community Mental Health Centers to become a SAMHSA Comprehensive Community Mental Health Center where clients can receive holistic care for both their physical and psychiatric wellbeing.

Our annual walk is critical to assure we continue to be able to develop state of the art, innovative programs such as NAMI Signature Programs, Participation Station, Fayette Mental Health Court, and other critical gap programming that doesn't have an obvious payor source.

NAMIWalks
Lexington
Saturday,
Oct. 12

Eastern State
Hospital Campus
Lexington, KY



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 us

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 Lexington.

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.

Funds raised directly support NAMI Lexington'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 the Commonwealth, Mental Health for All possible.

Title Sponsor \$20,000

- Contact Us for Exclusive Benefits at this Sponsorship Level

Presenting Sponsor \$15,000

- Speaking opportunity at your NAMIWalks event and/or event kickoff meeting
- Logo in electronic communications
- Prominent logo on local NAMIWalks website
- Premium exhibit space including table and tent at your NAMIWalks
- Sponsor's name included in press releases / advertising
- Prominent logo on NAMIWalks event day signage
- Prominent logo on NAMIWalks poster
- Opportunity to display two banners at the NAMIWalks event
- Cross-promotion on social media and/or in electronic newsletters (8 posts, minimum)
- Prominent logo on NAMIWalks participant T-shirts
- Opportunity to have a NAMIWalks kickoff at your company office to engage employees in our goal of Mental Health for All



Premier Sponsor \$10,000

- Logo in electronic communications
- Prominent logo on NAMIWalks Lexington website
- Premium Walk Day exhibit space including table and tent at NAMIWalks event
- Prominent logo on NAMIWalks event day signage*
- Prominent logo on NAMIWalks poster
- Opportunity to display one banner at NAMIWalks event
- Cross-promotion on social media and/or in electronic newsletters (5 posts, minimum)
- Prominent logo on NAMIWalks participant T-shirts

Platinum Sponsor \$7,500

- Logo on local NAMIWalks website
- Exhibit space including table and tent at NAMIWalks Lexington
- Medium logo on NAMIWalks event day signage*
- Medium logo on NAMIWalks poster
- Opportunity to display one banner at NAMIWalks Lexington (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 participant T-shirts

**Gold
Sponsor
\$5,000**

- Logo on local NAMIWalks website
- Exhibit space including table and tent at your NAMIWalks event
- Logo on NAMIWalks event day signage*
- Logo on NAMIWalks poster
- Cross-promotion on social media and/or in electronic newsletters (3 posts, minimum)
- Logo on NAMIWalks participant T-shirts

**Silver
Sponsor
\$2,500**

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



**Bronze
Sponsor
\$1,000**

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

**Supporter
Sponsor
\$500**

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

Kilometer Sponsor \$250

- Name on Kilometer sign along the walk route
- Name on NAMIWalks website

SPONSORSHIP TIERS OF IMPACT

at a glance

NAMIWalks is proud to help build better lives for people living in Lexington and the surrounding areas affected by mental health conditions. We are grateful to our partners for making this possible.

	Presenting \$15,000	Premier \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Supporter \$500
“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 NAMIWalks, during your choice of ceremony and/or Kick-off	●						
One dedicated electronic communication announcing sponsorship	●						
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)	●	●					
Opportunity to display company-provided banner	●	●	●				
Name included in press releases	●	●	●	●			
Logo on NAMIWalks poster*	●	●	●	●	●		
Logo recognition at Cultivation Events*	●	●	●	●	●	●	●
Exhibit space at NAMIWalks event*	Premium Table Tent	Premium Table Tent	Premium Table	Table	Table	Table	Table
Promotion on social media and/or in newsletters, pre and post event	8	5	4	3	2	1	1
Recognition on NAMIWalks participant T-shirts*	Large logo	Large logo	Medium logo	Medium logo	Small Logo	Small Logo	Name
Recognition on NAMIWalks event day signage*	Logo	Logo	Logo	Logo	Name	Name	Name
Recognition on local NAMIWalks website	Logo Link	Logo Link	Logo	Logo	Name	Name	Name
Logo recognition on one NAMIWalks route sign*	●						

*In order to be included on all print materials commitments must be made by September 27.

**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 Lexington 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"/> Title Sponsor | \$20,000 | <input type="checkbox"/> Presenting Sponsor | \$15,000 |
| <input type="checkbox"/> Premier Sponsor | \$10,000 | <input type="checkbox"/> Platinum Sponsor | \$7,500 |
| <input type="checkbox"/> Gold Sponsor | \$5,000 | <input type="checkbox"/> Silver Sponsor | \$2,500 |
| <input type="checkbox"/> Bronze Sponsor | \$1,000 | <input type="checkbox"/> Supporter Sponsor | \$500 |
| <input type="checkbox"/> Kilometer Sponsor \$250 (Name, In Memory, Supports) _____ | | | |

Company name: _____

Contact name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Website: _____

Email address: _____

- Check enclosed (please make payable to NAMI Lexington)
- Credit card payments accepted online at www.namiwalks.org/lexington
- 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 Lexington, 498 Georgetown St., Suite 100,
Lexington, Kentucky 40508

PLEASE EMAIL SPONSORSHIP LOGO TO:

John Bowe, john@namilex.org

NAMI Lexington

(859) 272-7891 • www.namiwalks.org/lexington

john@namilex.org • Tax ID # 31-1154645

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.