

Proposal for Sponsorship | 2017



Photo by Susie Burrow



namiwalks

National Alliance on Mental Illness

Changing minds one step at a time.

Saturday, May 6, 2017
Sam Houston Park
1000 Bagby St.
Houston, TX 77002

National NAMIWalks Elite Sponsor



National NAMIWalks Sponsor



National Walk Partner

NAMIWalks Greater Houston

NAMI Greater Houston and its dedicated volunteers work together to improve the lives of those impacted by mental illness. This includes the diagnosed, family members, and the larger Houston community. In 2016, we touched the lives of thousands of Houstonians through multi-week classes for family members and those living with a diagnosis, 20 ongoing support groups across the city, an information and help referral line, and outreach events to help educate the public and combat the stigma of mental illness. All these services were provided at no cost to the participants because of community support through our annual NAMIWalks.

Why Do Businesses Support NAMI Greater Houston?

Mental illness affects your bottom line every day. How?

- Houston loses more than \$5.6 billion yearly in productivity and annual earnings as a result of severe mental illness among workers and prospective workers.
- More of your employees suffer from mental illness than from cancer, diabetes, or heart disease.
- One of every five Houstonians (819,000, including 150,000 young children) suffers from a diagnosable mental illness.
- Fewer than half of Houstonians with a diagnosable mental illness receive any form of treatment; many who do get treatment get it only after years of delay.
- Due to high co-morbidity rates, the life expectancy of a person with chronic mental illness is 25 years less than the average for the U. S. population as a whole.
- Mental disorders are the leading cause of disability in Houston.
- Texas ranks 49th in per capita spending on mental health services (\$40.65 per person).

Participant Information

All participants are encouraged to collect donations from family members, friends, co-workers and business associates. All walkers who raise \$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 register a team online, visit www.namiwalks.org/greaterhouston



About NAMI Greater Houston

An affiliate of the National Alliance on Mental Illness, NAMI Greater Houston provides no cost education classes, support groups, and community outreach programs for those impacted by mental illness. NAMI Greater Houston is the largest provider in Texas of peer-facilitated mental health services designed to educate a broad coalition of communities on the complexities and challenges of living with a mental illness while promoting sound recovery and wellness strategies.

SPONSORSHIP OPPORTUNITIES

There are numerous ways corporations and organizations can partner with NAMIWalks to help build better lives for families and individuals in the Greater Houston area affected by mental illness.



Walks

Sponsor Benefits

	Premier	Presenting	Major	Gold	Special Event	Silver	Start/Finish Line	Bronze	Supporter	Kilometer
Year-round logo on NAMI Greater Houston website	✓									
Stage appearance on walk day	✓	✓								
Logo listing in ALL NAMI electronic communication	✓	✓								
Walk day event area naming rights	✓	✓	✓							
Sponsor's name included in press release	✓	✓	✓	✓						
Logo on city-wide distributed event poster	✓	✓	✓	✓	✓					
Mental Health in the Workplace training	✓	✓	✓	✓	✓	✓				
Logo on walk day signage	✓	✓	✓	✓	✓	✓				
Walk day booth space	✓	✓	✓	✓	✓	✓	✓			
Company logo on NAMIWalks t-shirt	✓	✓	✓	✓	✓	✓	✓			
Logo on NAMIWalks brochure, company name on t-shirt	✓	✓	✓	✓	✓	✓	✓	✓		
Company logo displayed on NAMIWalks website	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Company name listed on NAMIWalks website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor's name on route sign										✓
Please note: some benefits subject to print deadlines.	\$15,000	10,000	7,500	5,000	3,500	2,500	1,500	1,000	500	250



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.

2016 Top Sponsors at \$1,500 level or above:

Christian Brothers Automotive, Cypress Creek Hospital, Cobalt International Energy, Alkermes, The Buck Family Fund, Charles and Catherine Lamberth, Kurt and Kelly Talbot, Mari and Jaime Ledergerber, Tanglewood Wealth Management, Behavioral Hospital of Bellaire, Optum Health, Cabot Oil and Gas, Baylor College of Medicine Mood and Anxiety Program, Sunovion, Meyerland Service Station, Menninger Clinic, The Petoskey Center, SUN Behavioral Houston, Takeda and Lundbeck

SPONSORSHIP CONFIRMATION FORM

Yes! We are proud to support the 2017 NAMIWalks Greater Houston event. We authorize NAMI to include our name and/or logo on all the materials printed for the event consistent with our sponsorship selection below.

- | | | | |
|--|----------|--|-------|
| <input type="checkbox"/> Premier Sponsor | \$15,000 | <input type="checkbox"/> Silver Sponsor | 2,500 |
| <input type="checkbox"/> Presenting 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"/> Special Event Sponsor | 3,500 | <input type="checkbox"/> Kilometer Sponsor | 250 |

Company name: _____

Contact name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Website: _____

Email address: _____

For guaranteed inclusion of name/logo on printed materials, return form by **February 1, 2017**.

- Check enclosed (please make payable to NAMIWalks Greater Houston)
- Credit card payments accepted online at www.namiwalks.org/greaterhouston Please send an invoice
- Please reserve a tented exhibit table and 2 chairs (\$1,500 & above sponsorships)
- We will not be using our included exhibit space
- We will not be using our included NAMIWalks t-shirt listing
- In-kind donation valued at \$_____ Description: _____

For your records, our Tax ID# is 76-0242186. Please forward your high-resolution logo and any questions to: Rachel Bromley at rbromley@namigreaterhouston.org or call (713) 970-4424 office / (713) 298-6616 mobile.

PLEASE MAIL THIS FORM AND SPONSORSHIP CHECKS TO:

NAMIWalks Greater Houston, ATTN: Rachel Bromley, P.O. Box 66270, Houston, TX 77266-6270

NAMI Greater Houston
(713) 970-4424 office / (713) 298-6616 mobile
www.namiwalks.org/greaterhouston
rbromley@namigreaterhouston.org
TAX ID #76-0242186



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