



## NAMIWalks NYC May 11, 2013

# Proposal for Sponsorship

## NEW YORK CITY'S LARGEST MENTAL HEALTH AWARENESS WALK RETURNS!

The largest mental health education and fundraising effort in America, NAMIWalks brings together thousands of passionate individuals and supporters to celebrate recovery from mental illness and to help raise funds, combat stigma, and promote awareness.

NAMIWalks will raise approximately \$10 million in 2013 for free mental health services across the nation.

NAMIWalks NYC, now in its seventh year, benefits the **National Alliance on Mental Illness of New York City (NAMI-NYC Metro)**, the largest NAMI affiliate in the nation.

Proceeds from NAMIWalks NYC fund **no cost support, education, and advocacy efforts** on behalf of New Yorkers of all ethnic and socio-economic backgrounds who are affected by mental illness.

NAMIWalks NYC is Saturday,  
May 11, 2013.



## ABOUT NAMI-NYC METRO

Founded in 1979, NAMI-NYC Metro is a grassroots organization that provides free support and education programs to people with mental illness and their families. As the largest NAMI affiliate in the nation, we work to educate the public, advocate for legislation, reduce stigma, and improve the mental health system.

## OUR FREE PROGRAMS & SERVICES

- Three no cost six-, ten-, and 12-week psychoeducation courses for individuals, families, and providers – with vital information about mental illness, care, and treatment they can't get anywhere else – offered in multiple locations across the city all year long
- Over 20 support groups for parents, families, individuals, and veterans
- Bimonthly public education events with leading mental health experts
- A life-saving Helpline run by trained volunteers
- A research library with computer terminals for the public
- Tailored programming for Spanish- and Japanese-speaking families

## BY THE NUMBERS

- Number served in 2012: 16,000
- Increase in demand for services in past three years: 60%
- Percent of budget spent on programs: 84%
- Percent raised from private sources: 72%

## ABOUT NAMIWALKS NYC

In 2012, approximately 4,500 people attended NAMIWalks NYC, raising over \$365,000 for no cost mental health services. Walkers come from all across the tri-state area; they range in age from 6 to 80, and represent a wide range of ethnicities. Based on past growth, we expect 5,000 walkers in 2013.

- 36 sponsors and 148 teams participated in 2012
- Our teams represent a wide range of corporations, hospitals, social service providers, unions, student groups, churches and more
- Our post-Walk health and wellness fair is an attractive option for sponsors; 16 sponsors participated in 2012

## MENTAL ILLNESS: FACTS & CHALLENGES

Mental illness affects more than 100 million Americans annually.

- Over **50 million children and adults in the U.S.** are diagnosed every year with mental illness – from conditions such as depression, anxiety disorders, and drug and alcohol problems to less common but often severe illnesses such as bipolar disorder and schizophrenia.
- In addition, **all people with mental illness have family members** who are impacted by the diagnosis and who are often thrust into the difficult role of caregiver.

Despite the high prevalence of these illnesses, **less than one in five Americans who need mental health care receive it** – and even when mental illness is identified and properly diagnosed, they often do not receive effective treatment.

While improvement rates for serious mental illnesses compare favorably to those for chronic physical diseases such as diabetes and heart disease, **two significant barriers to care persist:**

- The U.S. mental health system is a poorly coordinated patchwork of services that too often fail to provide comprehensive care.
- Due to the stigma and misinformation associated with mental illness, individuals are often in denial that they are ill, or may have concluded that they cannot get better, so they do not seek help.
- At the same time, many family members ignore the signs of an illness that scares and embarrasses them.

The weak labor market is taking a toll on mental health, with more **unemployed adults** grappling with mental illness than adults with full-time jobs.

A recent study found that an estimated **one in five of all service members** returning from the conflicts in Iraq and Afghanistan suffer from PTSD or some form of major depression.

# SPONSORSHIP OPPORTUNITIES



## SUMMARY OF BENEFITS

Sponsors are entitled to varying benefits based on the level of participation. Designation as an official sponsor of NAMIWalks NYC entitles you to recognition in marketing and public relations materials, which may include:

- Press releases
- Trade publications
- Pre- and post-event mailings to supporters
- NAMIWalks NYC website
- Event brochure, posters and t-shirts
- Prominent recognition on event signage, including at the start/finish of NAMIWalks NYC

Special sponsorship recognition is also available for major donors of goods and services, depending on the cash value of the donation. Additional ways your business can support NAMIWalks NYC include:

- Building a team of walkers from your company
- Purchasing an exhibit booth at the NAMIWalks NYC to share information about your business or organization
- Providing in-kind support for the Walk
- Offering information to employees about NAMI's free programs and services

## DAY OF EVENT



Presenting sponsors have the opportunity to address the crowd.

*Assemblyman Felix Ortiz in 2011*



Bronze sponsorship and higher guarantees your logo on 1,500 Walk t-shirts.



Banner signage is a benefit of multiple sponsorship levels.

## PRINT, ELECTRONIC & ADVERTISING



Help us help people with mental illness and their families.

**JOIN US FOR NAMIWalks NYC SATURDAY MAY 12 '12**

**REGISTER TODAY: 212-684-3365**  
[namiwalksnyc.org](http://namiwalksnyc.org)

**NAMIWalks**  
National Alliance on Mental Illness



Haga su parte para ayudar a las personas y familias viviendo con la enfermedad mental. Unese para la caminata de beneficio NAMIWalks NYC el sábado 12 de mayo!

**¡Inscríbese hoy!**   
212-684-3365 | [namiwalksnyc.org](http://namiwalksnyc.org) National Alliance on Mental Illness

Recognition opportunities, which depend on the level of commitment, can include:

- The NAMIWalks NYC Brochure
- The NAMIWalks NYC Poster
- Banner/Print Advertising

## SAMPLE 2012 MEDIA IMPRESSIONS



NAMI-NYC Metro's executive director is interviewed live on NY1 from 2011.

**77 WABC**  
RADIO

**downtown**  
**express**  
www.downtownexpress.com

**EL DIARIO**  
www.eldiario.com **impreMedia**

**95.5 WPLJ**  
Scotty Todd Mornings  
Today's Best Music!

**bp**  
MAKING THE WORLD A BETTER PLACE

**WCBSFM 101.1**  
NEW YORK'S GREATEST HITS

**esperanza**  
Hope to begin with recovery and Esperanza

# 2012 WALK SPONSORS

## MAJOR SPONSORS

THE DEXTRA BALDWIN  
MCGONAGLE FOUNDATION



## COMMUNITY CHAIR



## GOLD SPONSORS



Pershing Square Capital Management, L.P.



## SILVER SPONSORS

PAULSON  
FAMILY  
FOUNDATION

RABIN MARTIN

OptumHealth<sup>SM</sup>



PRICEWATERHOUSECOOPERS

YORK CAPITAL MANAGEMENT

EmblemHealth<sup>SM</sup>

## START/FINISH SPONSORS

NewYork-Presbyterian  
The University Hospital of Columbia and Cornell

APOLLO CAPITAL



Forest Laboratories, Inc.

VALUEOPTIONS<sup>®</sup>  
Innovative Solutions. Better Health.

CBS  
CORPORATION

OAKTREE

Bristol-Myers Squibb

## BRONZE SPONSORS

Janssen

St. Vincent's Hospital  
Westchester  
A Division of Saint Joseph's Medical Center

Lilly

NewYork-Presbyterian  
Westchester Division

PSCH  
PROMOTING  
SPECIALIZED  
CARE AND  
HEALTH

HOLLISWOOD HOSPITAL

LONGACRE FUND MANAGEMENT

JMG CAPITAL MANAGEMENT

## MEDIA SPONSORS

downtown  
express  
www.downtownexpress.com

WGBS  
101  
ON THE WESTCHESTER SIDE



esperanza  
hope to cope with anxiety and depression

## IN-KIND SPONSORS

peeled  
SNACKS

CABOT  
Vermont  
Owned by Dairy Farmers  
Since 1919

CLIF  
BAR

utz

Snikiddy

# SPONSORSHIP BENEFITS CHART

Sponsor Benefit	Presenting	Major	Gold	Silver	Start/Finish Line	Bronze	Supporting	Kilometer
Logo on mass mailed postcard, posters, and walker bib; invite to address crowd at event; logo on any secured advertising; mention in radio PSAs	⊗							
Logo on event posters	⊗	⊗						
Logo on stage banners and route map	⊗	⊗	⊗					
Logo in prominent location on Walk brochure; logo on arrows marking route; recognition from the stage	⊗	⊗	⊗	⊗				
Corporate team tent/booth at event; logo on finish line banner at Walk; acknowledgement in press releases	⊗	⊗	⊗	⊗	⊗			
Logo on Walk t-shirt	⊗	⊗	⊗	⊗	⊗	⊗		
Logo on Walk website and opportunity to place company banner* at event	⊗	⊗	⊗	⊗	⊗	⊗	⊗	
Listing in pre-and post-event email communications	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗
Listing on Walk website	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗
Recognition in annual report	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗
Package Cost <i>Please note: Some benefits subject to print deadlines.</i>	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500	\$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. Additional ways your business can support NAMIWalks NYC include:

- Building a team of walkers from your company
- Purchasing an exhibit booth at the NAMIWalks NYC to share information about your business or organization
- Providing in-kind support for the Walk
- Offering information to employees about NAMI's free programs and services

*\* Provided by sponsor*

# SPONSORSHIP CONFIRMATION FORM

⊗ Yes! We are proud to support NAMIWalks NYC. We authorize NAMI-NYC Metro to include our name and logo on all the materials printed for the event consistent with our sponsorship selection below.

- |  |          |
|--|----------|
| <input type="checkbox"/> Presenting        | \$50,000 |
| <input type="checkbox"/> Major             | \$25,000 |
| <input type="checkbox"/> Gold              | \$10,000 |
| <input type="checkbox"/> Silver            | \$5,000  |
| <input type="checkbox"/> Start/Finish Line | \$2,500  |
| <input type="checkbox"/> Bronze            | \$1000   |
| <input type="checkbox"/> Supporting        | \$500    |
| <input type="checkbox"/> Kilometer         | \$250    |

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Payment: \_\_\_\_\_ Check enclosed (please make payable to NAMI-NYC Metro)  
\_\_\_\_\_ Credit card ( ) Visa ( ) MasterCard ( ) American Express

### *Please print*

Name (as it appears on card): \_\_\_\_\_

Billing address (if different from above): \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

Card Verification Code: \_\_\_\_\_ (Three digit code on the back)

Signature: \_\_\_\_\_

The benefit of confirming your sponsorship early (before February 20, 2013) is inclusion on all printed materials as specified by level. Regardless of confirmation date, all sponsors will receive recognition on the NAMIWalks NYC website ([namiwalksnyc.org](http://namiwalksnyc.org)) in accordance with their level of sponsorship.

### Contact:

Sarah Sheahan  
NAMI-NYC Metro  
505 Eighth Avenue, Suite 1103  
New York, NY 10018  
212-684-3365 or [ssheahan@naminyc.org](mailto:ssheahan@naminyc.org)

[namiwalksnyc.org](http://namiwalksnyc.org)