



National Alliance on Mental Illness

**Event**  
**Sponsorship Opportunities**

**NAMIWalks Lexington 2016**

**Presenting Sponsor**



**Phill Gunning, NAMIWalks Manager**  
498 Georgetown Street, Suite 201  
Lexington KY 40508  
**Direct 859-539-1918**  
Fax 866-538-9971  
[namiwalks@namilex.org](mailto:namiwalks@namilex.org)





## SPONSORSHIP CONFIRMATION FORM

\_\_\_ Yes!, we are proud to support NAMIWalks hosted by NAMI Lexington. We authorize *NAMI Lexington* to include our name or logo on all the materials printed for the event consistent with our sponsorship selection below.

### Sponsorship Level Details

___ Presenting Sponsors	\$ 10,000
___ Major Sponsor	\$ 7,500
___ Gold Sponsor	\$ 5,000
___ Kick-Off Luncheon Sponsor	\$ 3,500
___ Silver Sponsor	\$ 2,500
___ Start/Finish Sponsor	\$ 1,500
___ Bronze Sponsor	\$ 1,000
___ Leadership Sponsor	\$ 500
___ Kilometer (Mile Marker) Sponsor	\$ 250

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

Payment: \_\_\_ Check enclosed (please make check out to *NAMI Lexington*)

When we receive this form, someone will contact you regarding the artwork for your logo. The benefit of confirming as a sponsor by *September 1* is guaranteed inclusion in all printed materials (walker donation collection forms, posters, banners, etc.)

Regardless of confirmation date, all sponsors will receive recognition on the *NAMIWalks Lexington* website at <http://www.namiwalks.org/lexington> Please contact us if you are interested in providing "in-kind" donations (goods and/or services) in lieu of monetary sponsorships.

**Phill Gunning, Executive Director**

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Lexington KY 40508

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## **Event SPONSORSHIP OPPORTUNITIES**

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

- Sponsor listed as Presenting Sponsor of the Walk on the front cover of all walker/sponsor brochures and on event posters
- Sponsor's name and logo printed prominently at the top of the back of the Walk T-shirts given to volunteers and walkers
- Sponsor's name prominently mentioned in all press releases produced for the event
- Sponsor prominently recognized in pre and post-event mailings to NAMIWalks Lexington friends and supporters
- Sponsor prominently recognized at the pre-event Kickoff Luncheon and all other Walk related events held for team captains and volunteers
- Sponsor's corporate banner may be prominently displayed at the start-finish area of Walk
- Sponsor may have an information booth/tent at Walk and the opportunity to develop promotional campaigns tied into the event
- Sponsor's banner will be displayed at the Kickoff Luncheon
- Sponsor's name or logo will be prominently displayed on the Walk website <http://namiwalks/ky/lexington>

### **Major Sponsor \$7,500**

- Sponsor's name or logo placed on front cover of all walker/sponsor brochures and event posters
- Sponsor's name or logo highlighted on the back of Walk T-shirts given to volunteers and walkers
- Sponsor's name prominently mentioned in all press releases produced for the event
- Sponsor prominently recognized at the pre-event Kickoff Luncheon and all other Walk related events held for team captains and volunteers
- Sponsor's corporate banner may be prominently displayed at the start-finish area of Walk
- Sponsor may have an information booth/tent at Walk and the opportunity to develop promotional campaigns tied into the event
- Sponsor's name or logo will be prominently displayed on the Walk website

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

- Sponsor's name and logo prominently listed in the walker/sponsor brochures and on the event posters
- Sponsor's name and logo will be prominently placed on event T-shirt
- Sponsor's name included in a press release produced for the event
- Sponsor recognized at the pre-event Kickoff Luncheon and all other Walk related events held for team captains and volunteers
- Sponsor's corporate banner may be displayed at the start-finish area of Walk
- Sponsor will have opportunity to have an information booth at Walk
- Sponsor's name or logo will be displayed on the Walk website

### **Kickoff Luncheon Sponsor \$3,500**

- Sponsor(s) will be prominently recognized as the presenting sponsor of the Walk Kickoff Luncheon (to be held approximately 8 weeks before the Walk), on the Luncheon invitation, on the Walk website, in pre-event mailings to team captains and volunteers, and at the Luncheon. Sponsor(s) will also receive the recognition given to silver sponsors as listed below

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

- Sponsor's name and logo prominently listed in the walker/sponsor brochures and on the event posters
- Sponsor's name and logo will be prominently displayed on event T-shirt.
- Sponsor recognized at the pre-event Kickoff Luncheon and all other Walk related events held for team captains and volunteers
- Sponsor's corporate banner may be displayed at the start-finish area of Walk
- Sponsor's name or logo will be displayed on Walk website

### **Start – Finish Line Sponsor \$1,500**

- Sponsor(s) will be featured prominently on the official Start – Finish Line Banner that will be placed at or above the start – finish line of the Walk.
- Sponsor(s) will be recognized in all Walk related mailing to supporters.
- Start – Finish Line sponsor(s) will also receive the recognition given to bronze sponsors as listed below

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

- Sponsor's name listed in walker/sponsor brochures
- Sponsor's name and/or logo printed on Walk T-shirts
- Sponsor recognized at the pre-event Kickoff Luncheon and all other Walk related events
- Sponsor's name and/or logo will be displayed on the Walk Web site

### **Supporter \$500**

- Sponsor's name and/or logo will be displayed on the Walk website

### **Kilometer Sponsor \$250**

- Sponsor's name will be placed on Kilometer sign that will be prominently placed along the Walk route
- Sponsor's name will be displayed on the Walk website

## **OTHER SPONSORSHIP OPPORTUNITIES**

Special Sponsorship Recognition is also available for major donors of goods and services.

**For more information on sponsorship opportunities, please contact:**

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