Proposal for Sponsorship

2020

NAMIWalks Your Way Keystone PA:
A Virtual Event
Saturday, October 10, 2020

NATIONAL LEAD SPONSOR

NATIONAL PARTNERS
Located in Pittsburgh, NAMI Keystone PA raises awareness and provides essential education, advocacy and support group programs at no cost for people living with mental illness and their loved ones right here in our community. NAMI Keystone PA is a nonprofit, grassroots organization that addresses the mental health needs of our community, replaces stigma with understanding and helps thousands of families and individuals each year. NAMI Keystone PA is a 501 (c)(3) mental health organization.

To register a team online, visit www.namiwalks.org/keystonepa

**NAMIWalks Your Way Reaches Out to a Nation In Need**

This year presents an extraordinary challenge and never have we at NAMI felt the need so strongly. NAMIWalks’ public, active display of support for people affected by mental health conditions — this uncertain year in particular — is one important way we are helping change how Americans view people with a mental illness. NAMIWalks Your Way will bring together individuals and businesses in a far-reaching campaign to help raise funds, combat stigma and promote awareness. Last year alone, 103 NAMIWalks events in 41 states raised over $12.5 million to support local programs and initiatives.

**Who Walks with NAMI?**

NAMIWalks events have always attracted and engaged a diverse audience across a variety of demographics, including individuals and families affected by mental health conditions, friends, community groups, local businesses, medical professionals, and more. This year’s virtual edition is no exception. Although there is no registration fee, all participants are encouraged to collect donations to support NAMI’s free, top-rated programs and services in the community. Participants raising $100 or more receive a 2020 NAMIWalks T-shirt.

**About NAMI**

NAMI is the National Alliance on Mental Illness, an association of hundreds of local affiliates, state organizations and volunteers who work in communities nationwide as part of the nation’s largest grassroots mental health organization. NAMI offers help and hope, improves lives, takes a stand and educates families and those living with mental illness.
There are numerous ways corporations and organizations can partner with NAMIWalks to help build better lives for families and individuals in Pittsburgh affected by mental illness.

**Sponsorship Opportunities**

Please note: some benefits subject to print deadlines.

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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.
Yes! We are proud to support the 2020 Keystone PA NAMIWalks Your Way virtual 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.

☐ Premier Sponsor $25,000  ☐ Silver Sponsor $2,500
☐ Presenting Sponsor $10,000  ☐ Start/Finish Line Sponsor $1,500
☐ Major Sponsor $7,500  ☐ Bronze Sponsor $1,000
☐ Gold Sponsor $5,000  ☐ Supporter Sponsor $500
☐ Kick-off Event Sponsor $3,500  ☐ Kilometer Sponsor $250

Company name: _________________________________________________________________________
Contact name: __________________________________________________________________________
Address: _______________________________________________________________________________
City: ___________________________________   State: ___________________  Zip: __________________
Phone: ____________________ Fax:  _________________________ Website:  ____________________________
Email address: ___________________________________________________________________________

☐ Check enclosed (please make payable to NAMI Keystone PA)
☐ Credit card payments accepted online at www.namiwalks.org/keystonepa
☐ Please send an invoice

For your records, our Tax ID# is 25-1477291. Please forward logo or any questions to:
slsteinberg@namikeystonepa.org

PLEASE MAIL SPONSORSHIP CHECKS TO:
NAMI Keystone PA 105 Braunlich Drive Suite 200 Pittsburgh PA 15237