

# 2024 Proposal for Sponsorship

Presented by



With **YOUR** support, mental health takes a powerful step forward.

## Saturday

May 18, 2024

Start Time: 11am

Peninsula Park

Portland, Oregon



# **NAMI** Walks Northwest

## About NAMI in Oregon

Located in Portland, NAMI Oregon is a nonprofit, grass-roots organization that addresses the mental health needs of our community. Working with 16 affiliates around Oregon, we provide essential education, advocacy, and support services, both online and in person. We also shape statewide and local public policies that affect mental health services by sharing our personal stories. NAMI Oregon is proud to embrace our role as a leader in the field, and grateful to our partners in helping to make this possible.

## Participant Information

There is no registration fee for the walk. Everyone is encouraged to participate – physically doing the walk is not a requirement! All walkers raising \$100 or more receive a NAMIWalks event t-shirt.

## Walk Teams and Participation

Join us for the Northwest's largest mental health event! Each May, approximately 5,000 people from Oregon and Southwest Washington come together to make a statement that mental health matters, that no one should be embarrassed to ask for help, and that recovery is possible. Funds raised at the walk help support NAMI programs and services, which are offered at no cost to participants.



## NAMIWalks Nationwide

The largest mental health education and fundraising effort in America, NAMIWalks brings together thousands of individuals and supporters to celebrate mental illness recovery, to honor those who have lost their lives to mental illness, and to help raise funds, combat discrimination, and promote awareness.

In 2023, more than 80 NAMIWalks events raised approximately \$11 million to support local programs and initiatives that improve the lives of individuals living with mental illness, as well as their family members and loved ones.

## About NAMI

NAMI, the National Alliance on Mental Illness, is the nation's largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness. From coast to coast and around the globe, mental illness affects everyone. Every year, regardless of race, age, religion, or economic status, mental illness impacts the lives of at least one in four adults and one in 10 children across the United States—that is nearly 60 million Americans.

NAMI has more than 1,000 affiliates in communities across the country who engage in advocacy, support, and education. NAMI affiliates in Oregon participate in the NAMIWalks Northwest.

Join us – your support enables us to help improve the lives of all who are impacted by mental illness.

To register a team online, visit  
[www.namiwalks.org/northwest](http://www.namiwalks.org/northwest)





## SPONSORSHIP OPPORTUNITIES

There are numerous ways to partner with NAMIWalks to improve the lives of individuals living with mental illness, as well as their family members and loved ones.

Sponsor Benefit	Presenting \$15,000	Premier \$10,000	Gold \$5,000	Silver \$2,500	Pewter \$1,500	Bronze \$1,000	Supporter \$500
Speaking opportunity at your local NAMIWalks event, during your choice of ceremony and/or local event kickoff meeting	✓						
Dedicated press release announcing sponsorship	✓						
“Presented by” naming rights with logo included on select customized materials	✓						
Participate in co-branded webinar with NAMI Oregon	✓	✓					
Logo in all scheduled participant electronic communications starting 80 days from the event date	✓	✓	✓	✓			
Name included in press releases	✓	✓	✓	✓	✓	✓	
Logo on NAMIWalks poster*	✓	✓	✓				
Exhibit space at your NAMIWalks event*	✓	✓	✓	✓	✓	✓	
Promotion on social media and/or in newsletters, pre and post event	✓	✓	✓	✓	✓	✓	
Recognition on NAMIWalks participant T-shirts*	Large Logo	Large Logo	Medium Logo	Medium Logo	Small Logo	Name	
Recognition on NAMIWalks event day signage*	Logo	Logo	Logo	Logo	Name	Name	
Recognition on local NAMIWalks website	Logo	Logo	Logo	Logo	Logo	Name	
Acknowledgement in walk day program	✓	✓	✓	✓	✓	✓	✓
Logo recognition on one NAMIWalks route sign*							✓

\* benefit subject to print deadlines.

In order to be included on all print materials commitments must be made by March 1, 2024

Sponsorship recognition is also available for in-kind donors of goods and services.

# 2023 Top Sponsors

**Presenting Sponsor**  
Providence Health & Services

## Gold Sponsors

Dignity Memorial/SCI • Legacy Health • Multnomah County Behavioral Health • Telecare  
Portland Mental Health and Wellness • CareOregon • Janssen • Options for Southern Oregon

## Silver Sponsors

Active Path Mental Health (Formerly Active Recovery TMS) • Cascadia Health • ColumbiaCare Services  
Jackson County Mental Health • Kaiser Permanente Northwest • Neurocrine Biosciences  
Oregon Health Insurance Marketplace • Standard Insurance Company  
Sunovian • Trillium Community Health Plan • New Narrative  
Washington County Behavioral Health • Evolve Health

## SPONSORSHIP COMMITMENT FORM

Yes! We are proud to support the 2023 NAMIWalks Northwest 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"/> Presenting Sponsor | \$15,000 | <input type="checkbox"/> Pewter Sponsor    | \$1,500 |
| <input type="checkbox"/> Premier Sponsor    | \$10,000 | <input type="checkbox"/> Bronze Sponsor    | \$1,000 |
| <input type="checkbox"/> Gold Sponsor       | \$5,000  | <input type="checkbox"/> Supporter Sponsor | \$500   |
| <input type="checkbox"/> Silver Sponsor     | \$2,500  |  |         |

Event Experience Sponsorship (Name) \_\_\_\_\_ \$ \_\_\_\_\_

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

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

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**For guaranteed inclusion of name/logo on printed materials, return form by March 1, 2024**

- Check enclosed (please make payable to NAMI Oregon)
- Credit card payments accepted online at: [www.namiwalks.org/northwest](http://www.namiwalks.org/northwest)
- Please send an invoice

.....  
 Yes, we plan to use our exhibit space on walk day (bronze level and higher):  
Walk Day contact name: \_\_\_\_\_

Walk Day contact email: \_\_\_\_\_

- No, we do not plan to use our exhibit space on walk day (bronze level and higher).
- Yes, we would like to host a corporate team for NAMIWalks:

Team Captain name: \_\_\_\_\_

Team Captain email: \_\_\_\_\_

### PLEASE MAIL SPONSORSHIP

**CHECKS TO:**  
NAMI Oregon  
147 SE 102nd Ave.,  
Portland OR 97216

**PLEASE EMAIL  
SPONSORSHIP LOGO TO:**  
Casey Chaffin, [casey@namior.org](mailto:casey@namior.org)

