



# NAMI

National Alliance on Mental Illness

# Walks



# NAMI

National Alliance on Mental Illness

# Runs

# 2016

## Proposal for Sponsorship



## #IAmStigmaFree

## 5K Walk and 5K Run

## Sunday, September 18, 2016

### Park Ridge

National NAMIWalks Elite Sponsor



National Walk Partner

# NAMIWalks/Runs Cook County North Suburban

Located in Skokie, Illinois, NAMI Cook County North Suburban and its dedicated volunteers work together to raise awareness and provide essential education, advocacy and support group programs at no cost for people in our community living with mental illness and their loved ones. NAMI CCNS 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.

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

## Participant Information

All participants are encouraged to collect donations from family members, friends, co-workers and business associates. All walkers raising \$100 or more receive a NAMIWalks event t-shirt.

## Walk/Run Teams and Participation

Co-workers, community groups, families and groups of friends are encouraged to organize teams of walkers and runners

## NAMIWalks/Runs Nationwide

NAMIWalks' and NAMIRuns' public, active display of support for people affected by mental health conditions is one important way we are changing how Americans view people with a mental illness. NAMIWalks/Runs brings together families, individuals, coworkers and businesses to help raise funds, combat stigma and promote awareness. NAMIWalks/Runs is NAMI's largest and most successful mental health awareness and fundraising event. In 2015, 79 NAMIWalks/Runs events raised nearly \$11 million to support local programs and initiatives that improve the lives of persons affected by mental illness.

## 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.

# SPONSORSHIP OPPORTUNITIES

There are numerous ways corporations and organizations can partner with NAMIWalks/Runs to help build better lives for families and individuals in Deerfield, Des Plaines, Evanston, Glencoe, Glenview, Golf, Highland Park, Kenilworth, Lake Bluff, Lake Forest, Lincolnwood, Morton Grove, Mount Prospect, Niles, North & Northwest Chicago, Northbrook, Northfield, Park Ridge, Prospect Heights, Skokie, South Lake County, Wilmette, and Winnetka affected by mental illness—but all are welcome no matter where you live or work.



Sponsor Benefits	Premier	Presenting	Major	Gold	Silver	Start/Finish Line	Kick-off Event	Bronze	Supporter	Kilometer
Recognition at Kick-off Event	✓									
Stage appearance on walk/run day	✓	✓								
Listing in electronic communication	✓	✓								
Logo on stage banner on walk/run day	✓	✓	✓							
Sponsor's name included in press release	✓	✓	✓							
Logo on walk/run day signage	✓	✓	✓	✓						
Walk/Run day booth space or tent	✓	✓	✓	✓						
Walk/Run day table	✓	✓	✓	✓	✓					
Logo on event poster	✓	✓	✓	✓	✓					
Logo on NAMIWalks/Runs brochure	✓	✓	✓	✓	✓	✓	✓	✓		
Logo displayed on website	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Logo on NAMIWalks t-shirt	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Listing on NAMIWalks website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor's logo/name on route sign										✓
	\$15,000	10,000	7,500	5,000	2,500	1,500	1,500	1,000	500	250

Please note: some benefits subject to print deadlines.

Special sponsorship recognition is also available for major donors of goods and services, depending on the cash value of the donation, including sponsorship of the food and beverages.

# 2015 Top Sponsors

Aetna  
Arlington Toyota  
Bornquist, Inc.  
Chicago Behavioral Hospital  
Community Savings Bank  
Compass Health Center  
Glenview State Bank  
Kopczyk and Scott CPA

Lilly  
Lundbeck  
McKenzie Management Inc.  
Medline Foundation  
New Foundation Center  
No Shame on U  
Northshore University HealthSystem  
Otsuka

Remke Industries  
The Next Level Planning Group  
Thresholds  
Toyota Dealer Match Program  
Trilogy Behavioral Healthcare  
Turning Point  
Whitted, Takiff + Hansen LLC

## SPONSORSHIP CONFIRMATION FORM

Yes! We are proud to support the 2016 NAMI Walks/Runs CCNS 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"/> Start/Finish Line Sponsor	1,500
<input type="checkbox"/> Presenting Sponsor	10,000	<input type="checkbox"/> Kick-off Event 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"/> Silver Sponsor	2,500	<input type="checkbox"/> Kilometer Sponsor	250

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

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

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

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

Email address: \_\_\_\_\_

For guaranteed inclusion of name/logo on printed materials, return form by August 31, 2016.

- Check enclosed (please make payable to NAMI CCNS)
- Credit card payments accepted online at [www.namiccns.org](http://www.namiccns.org)
- Please send an invoice
- Please reserve an exhibit booth space (\$5,000 & above sponsorships)
- Please reserve an exhibit table and 2 chairs (\$2,500 & above sponsorships)
- We will not be using our included exhibit space

For your records, our Tax ID# is 36-3714540. Please forward logo or any questions to: Susan Ockerlund at [susanockerlund.namiccns@gmail.com](mailto:susanockerlund.namiccns@gmail.com) or call 847-716-2252.

**PLEASE MAIL SPONSORSHIP CHECKS TO:** NAMI CCNS, 8324 Skokie Blvd, Skokie, IL 60077

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