

2023

SPONSORSHIP OPPORTUNITIES



NAMI Walks

The Nation's Largest
Mental Health Event

Northern Virginia

Saturday, September 23, 2023

George Mason University

Fairfax, VA

namiwalks.org/northernvirginia



Mental Health by the Numbers

1 in 5

American adults experience a mental illness every year

1 in 20

U.S. adults experience serious mental illness each year

16.5%

of youth (6-17) experience a mental health disorder

19.7%

of U.S. Veterans experienced a mental illness in 2020

52.8%

of U.S. adults with mental illness didn't receive treatment in 2021

57.8M

U.S. adults experienced mental illness in 2021



Our Mission & Vision

NAMI Northern Virginia serves Northern Virginia individuals, family members, and friends affected by mental health challenges through awareness, education, support, advocacy, and collaboration with community partners.

Who We Serve

NAMI Northern Virginia is a NAMI affiliate serving over 2.4 million people of Arlington County, Fairfax County, Loudoun County, and the cities of Alexandria and Falls Church. In 2022, NAMI Northern Virginia provided nearly 10,000 touch points of service to people in the Northern Virginia area.

Our Goals

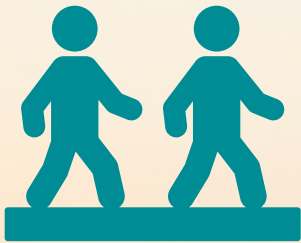
- **Educate** the public about mental illness.
- **Work to eliminate** the stigma of mental illness.
- **Advocate** for increased funding for research into the causes and treatment of mental illness.



NAMIWALKS

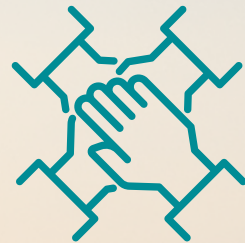
NORTHERN VIRGINIA

2022 *Insights at a Glance*



700

Active Participants



49

Teams



15k

Communications Reach



39%

Email Open Rate



5.2%

Engagement Rate



NAMIWALKS

NORTHERN VIRGINIA

Mental Health Festival

NAMIWalks Northern Virginia is the area's largest mental health event. For 14 years, this event has brought together thousands of supporters to:

- **Celebrate Recovery from Mental Illness**
- **Raise Funds to Support the Community**
- **Promote Awareness + Foster Discussion**
- **Give HOPE to those that need it most**

Since 2008, NAMIWalks Northern Virginia has inspired the community, bringing together corporations, organizations, families, and individuals, providing a catalyst for profound change.



WE ARE SHAKING THINGS UP FOR OUR 15TH NAMIWALKS!

Join us for a Mental Health Festival

NAMI Northern Virginia meets people where they are at to offer mental health education, support, and advocacy. This year's NAMIWalks Northern Virginia will be a party, celebrating the incredible diversity that makes up our area. And what brings people together better than a festival?


On Saturday, September 23, 2023, at George Mason University, NAMI Northern Virginia will bring the community together for an exciting and engaging new event that will shine a light on our collective mental health needs, bring awareness to and advocate for open discussions, and raise funds for NAMI Northern Virginia's free-of-charge programming for families and individuals.

NAMIWalks Northern Virginia Mental Health Festival encourages people to share their stories, enables them to find hope for recovery, and provides opportunities to build community through engaging programs, events, and activations. Our communications and engagement campaign begins in May, providing an opportunity to connect with our community over the season and on event day itself.



SPONSORSHIP OPPORTUNITIES

All sponsorship levels include corporate team building and rally sessions for employees to promote your support of NAMIWalks Northern Virginia and Mental Health For All.

	PRESENTING \$20,000	PREMIER \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	SUPPORTER \$1,000
Speaking Opportunity	At both Event Day & Kickoff event	At your choice of Event Day &/or kickoff event	At Kickoff event			
Name included in Press Release*	Own press release announcing sponsorship	X				
One Event Experience Include (Pending Availability)	X	X				
Logo on Banner Welcoming Participants*	X	X	X			
Exhibit space at NAMIWalks NoVA Mental Health Festival	Premium placement, table, & tent	Table & tent	Table	Table	Table	Table
Social Media, Newsletter, & Media Recognition (# of instances)	Promo video & blurb can be provided by sponsor to be featured in sponsor profile & outreach, with logo (6)	Blurb can be provided by sponsor & be featured in sponsor profile & in outreach, with logo (5)	Logo (4)	Logo (3)	Logo (2)	Name (2)
Recognition on Participant T-Shirt*	Large Logo	Large Logo	Medium Logo	Small Logo	Name	
Recognition on Walk Signage (# of instances)	Logo (20)	Logo (15)	Logo (10)	Logo (5)	Name (3)	
Recognition on NAMIWalks NoVA website & on NAMI NoVA website	Logo and Blog Post	Logo	Logo	Logo	Name	Name

*Sponsor Commitment Form must be received by **Wednesday, July 26th, 2023** to be included on press release, welcome banner and participant t-shirt.

YOUR SUPPORT CHANGES LIVES

We touched the lives of nearly **10,000** Northern Virginians last year.



We had a **20%** increase in participants for our **15** support groups and a **53%** increase in public education attendees from all over the DMV.

We are adding staff and programs to help meet the mental health needs of Northern Virginia and provide culturally responsive programs, including a **Helpline** in **English** and **Spanish**, and mental health education opportunities for frontline healthcare, workplace, military, and older adults.



Thank You

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