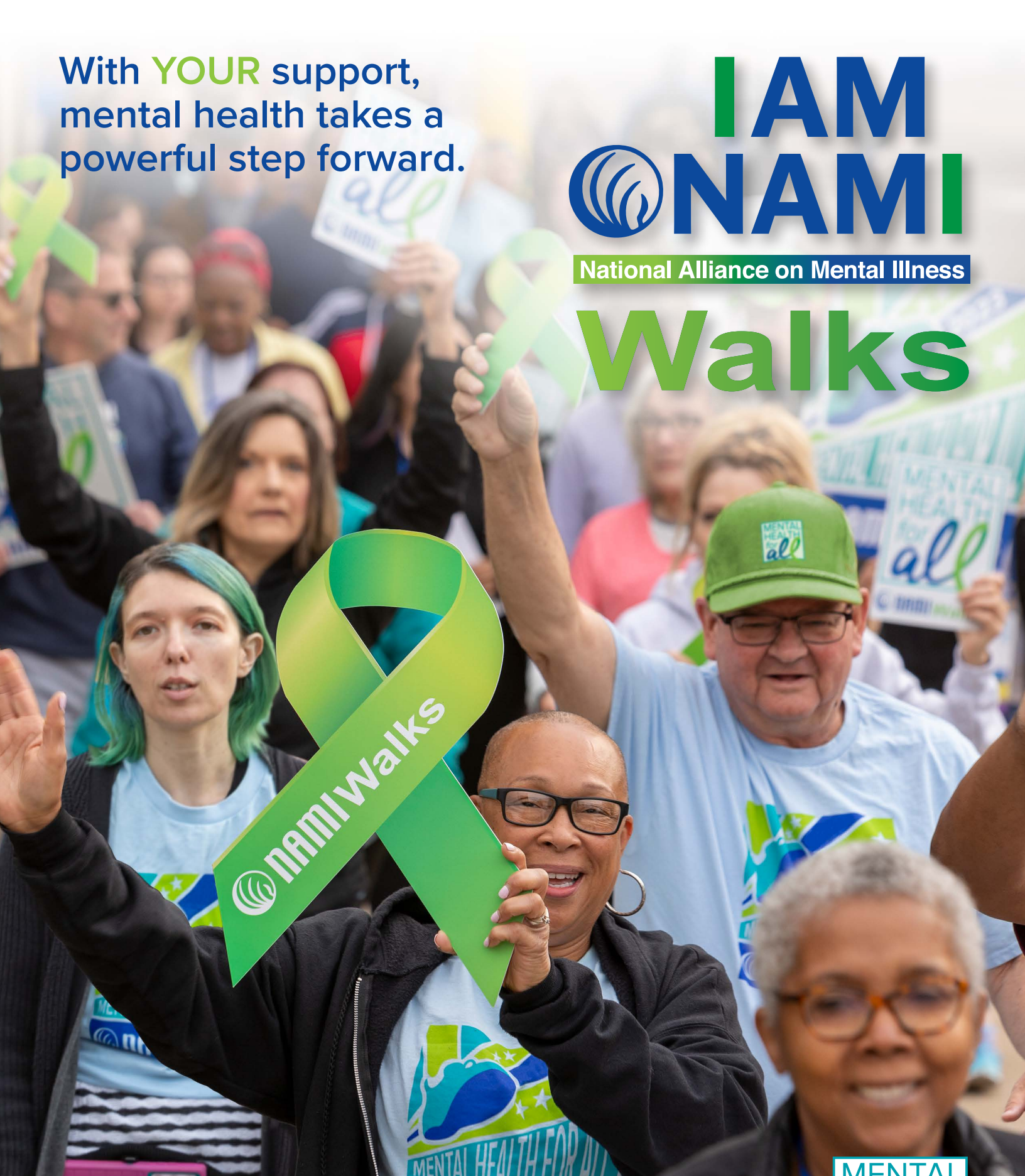


With **YOUR** support,
mental health takes a
powerful step forward.



National Alliance on Mental Illness

Walks



**NAMI Walks Berkshire County
2024 SPONSORSHIP OPPORTUNITIES**



Our partners play a powerful part in NAMIWalks.

Mental health presents greater challenges and opportunities every year.

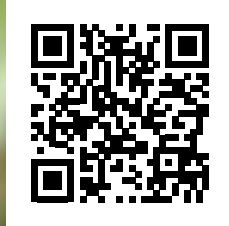
Your commitment makes a distinct difference in our local community and inside your organization — with your company culture and the pride your contributions inspire in each and every member of your team.

Mental Health for All includes giving our all — as sponsors, as participants, as donors. Thank you for everything you offer to our effort in 2024.

NAMIWalks
Berkshire County

Friday, May 3

Downtown
Pittsfield, TBD



THREE pillars to support ONE goal:



To promote awareness of mental health and reduce stigma



To raise funds for NAMI's free, top-rated mental health programs



To build community and let people know they are not alone



About us

Our award-winning NAMIWalks is the largest, most vibrant mental health event series in the country. It is presented by NAMI, the National Alliance on Mental Illness, known locally as NAMI Berkshire County.

Taking place in more than 130 locations, NAMIWalks invites participants to share their stories, build community and walk together to achieve Mental Health for All.

Funds raised directly support NAMI Berkshire County's mission of education, advocacy, support and public awareness. We are grateful to our partners for helping to make our goal of Mental Health for All possible.



Presenting Sponsor \$7,500

- “Presented by” naming rights with logo included on select customized materials
- Walk Day video, filmed by the sponsor, shared on social media
- Speaking opportunity at your local NAMIWalks event, during your choice of ceremony and/or local event kickoff meeting
- One dedicated press release announcing sponsorship
- Opportunity for sponsor-provided promotional giveaway in gift bags (quantity needed: 300)**
- Opportunity to provide company bio for Sponsorship page on local NAMIWalks website
- Logo in all scheduled participant electronic communications starting 80 days from event day (minimum of 20)
- Opportunity to display company provided banner at your local NAMIWalks event (must be approved by NAMI and be no larger than 4 x 6 feet)*
- Name included in press releases
- Logo on NAMIWalks poster*
- Logo recognition at Cultivation Events*
- Premium exhibit space including table at your NAMIWalks event*
- Promotion on social media and/or in electronic newsletters pre and post event (6 posts)
- Large logo recognition on NAMIWalks participant T-shirts*
- Logo recognition on NAMIWalks event day signage*
- Logo recognition on local NAMIWalks website



Premier Sponsor \$5,000

- Opportunity for sponsor-provided promotional giveaway in gift bags (qty. needed: 300)**
- Opportunity to provide company bio for Sponsorship page on local NAMIWalks website
- Logo in all scheduled participant electronic communications starting 80 days from event day (minimum of 20)
- Opportunity to display company provided banner at your local NAMIWalks event (must be approved by NAMI and be no larger than 4 x 6 feet)*
- Name included in press releases
- Logo on NAMIWalks poster*
- Logo recognition at Cultivation Events*
- Exhibit space including table at your NAMIWalks event*
- Promotion on social media and/or in electronic newsletters pre and post event (5 posts)
- Large logo recognition on NAMIWalks participant T-shirts*
- Logo recognition on NAMIWalks event day signage*
- Logo recognition on local NAMIWalks website

*Please note: some benefits subject to print deadlines.

**Promotional items must be received two weeks prior to event day to be included in gift bags

**Gold
Sponsor
\$2,500**

- Logo on NAMIWalks poster*
- Logo recognition at Cultivation Events*
- Exhibit space including table at your NAMIWalks event*
- Promotion on social media and/or in electronic newsletters pre and post event (4 posts)
- Medium logo recognition on NAMIWalks participant T-shirts*
- Logo recognition on NAMIWalks event day signage*
- Logo recognition on local NAMIWalks website

**Silver
Sponsor
\$1,000**

- Exhibit space including table at your NAMIWalks event*
- Promotion on social media and/or in electronic newsletters pre and post event (3 posts)
- Small logo recognition on NAMIWalks participant T-shirts*
- Logo recognition on NAMIWalks event day signage*
- Logo recognition on local NAMIWalks website



**Bronze
Sponsor
\$500**

- Exhibit space including table at your NAMIWalks event*
- Promotion on social media and/or in electronic newsletters pre and post event (2 posts)
- Name recognition on NAMIWalks participant T-shirts*
- Name recognition on NAMIWalks event day signage*
- Name recognition on local NAMIWalks website

**Supporter
Sponsor
\$250**

- Logo recognition on one NAMIWalks route sign*

*Please note: some benefits subject to print deadlines.

SPONSORSHIP TIERS OF IMPACT

at a glance

NAMIWalks is proud to help build better lives for people living in the Berkshires affected by mental health conditions. We are grateful to our partners for making this possible.

	Presenting \$7,500	Premier \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500	Supporter \$250
“Presented by” naming rights with logo included on select customized materials	●					
Walk Day video, filmed by the sponsor, shared on social media	●					
Speaking opportunity at your local NAMIWalks event, during your choice of ceremony and/or local event kickoff meeting	●					
One dedicated electronic communication announcing sponsorship	●					
Opportunity for sponsor-provided promotional giveaway in gift bags (quantity needed: 300)**	●	●				
Opportunity to provide company bio for Sponsorship page on local NAMIWalks website	●	●				
Logo in all scheduled participant electronic communications starting 80 days from the event date (minimum of 20)	●	●				
Opportunity to display company-provided banner	●	●				
Name included in press releases	●	●				
Logo on NAMIWalks poster*	●	●	●			
Logo recognition at Cultivation Events*	●	●	●			
Exhibit space at your NAMIWalks event*	Premium Table	Table	Table	Table	Table	
Promotion on social media and/or in newsletters, pre and post event	6	5	4	3	2	
Recognition on NAMIWalks participant T-shirts*	Large logo	Large logo	Medium logo	Small logo	Name	
Recognition on NAMIWalks event day signage*	Logo	Logo	Logo	Logo	Name	
Recognition on local NAMIWalks website	Logo	Logo	Logo	Logo	Name	
Logo recognition on one NAMIWalks route sign*						●

*In order to be included on all print materials commitments must be made by April 1.

**Promotional items must be received two weeks prior to event day to be included in gift bags

SPONSORSHIP COMMITMENT FORM

Yes! We are proud to support the 2024 NAMIWalks Berkshire County 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.

Presenting Sponsor	\$7,500	Silver Sponsor	\$1,000
Premier Sponsor	\$5,000	Bronze Sponsor	\$500
Gold Sponsor	\$2,500	Supporter Sponsor	\$250

Event Experience Sponsorship (Name) _____ \$ _____

Company name: _____

Contact name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Website: _____

Email address: _____

Check enclosed (please make payable to NAMI Berkshire County)

Credit card payments accepted online at www.namiwalks.org/berkshirecounty

Please send an invoice

.....
Yes, we plan to use our exhibit space on Walk Day (Bronze Sponsor and higher):

Walk Day contact name: _____

Walk Day contact email: _____

No, we do not plan to use our exhibit space on Walk Day (Bronze Sponsor 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 Berkshire County
333 East Street # 417 Pittsfield MA 01201

PLEASE EMAIL SPONSORSHIP LOGO TO:

Melissa Helm, namibc@namibc.org

NAMI Berkshire County

413-443-1666 • www.namiwalks.org/berkshirecounty

namibc@namibc.org • Tax ID # 04-3428325

To learn more about NAMIWalks, visit www.namiwalks.org.



nAMIWalks



Terms and Conditions for all Sponsorship Levels

Sponsor warrants and represents that all its products and services comply with all applicable federal, state and local laws and regulations. NAMI has the right to immediately cancel this sponsorship agreement in the event that Sponsor has: a) Had its license(s) revoked by any governmental authority exercising jurisdiction over Sponsor; b) Sponsor has voluntarily surrendered its license(s) after being cited for misconduct by any governmental authority exercising jurisdiction over that party; c) Sponsor has been alleged to have willfully violated the laws, rules or regulations of any jurisdiction or any governmental authority exercising jurisdiction over Sponsor; d) Otherwise violated the terms of sponsorship, which will be determined at the sole discretion of NAMI.