



Vicksburg  
Mississippi

Event date: Oct. 4  
\$1,000 + VTV coverage  
Sept. 2 - Bm

SPONSORSHIP APPLICATION

FISCAL YEAR 2024-2025

SUBMIT TO

City of Vicksburg  
Attn: Office of the City Clerk  
P. O. Box 150  
Vicksburg, MS 39181-0150

Or email:  
dnickson@vicksburg.org

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

Organization Name: NAMI Vicksburg Affiliate

Physical Address of the Event: 3505 Pemberton Sq. The Mall

Mailing Address: Same

Telephone Number: 601-634-0823

Website Address: Vicksburgmall.com

Primary Contact Name: Jenny Wilson Drake

Title: Walk Manager Telephone No: 601-994-4645

Email Address: drakejenny515@gmail.com

Secondary Contact Name: Rev. Edward Fletcher, Jr.

Title: Co-Walk Manager Telephone No: 601-638-0922

Email Address: fletcherjr.edward@yahoo.com

If you are applying on behalf of another organization, please provide contact information for that organization:

Organization: \_\_\_\_\_

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

Telephone No: \_\_\_\_\_

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

Complete The Following Questions Regarding Your Request For City Sponsorship Consideration

Event Date: October 4, 2025  
(Must be between October 1, 2024-September 30, 2025)

1. Is your request for:  
(Check all that apply)

☐ In-Kind Sponsorship (specify in question 6)

☐ Cash Sponsorship Amount Requested: \$ 500.00

2. Briefly state your organization's mission and purpose.

The mission of NAMI Mississippi-Vicksburg Affiliate is to provide support, education, advocacy, and public awareness to individuals and families affected by mental health issues, helping them to build better lives.

3. Describe the event in which funds are being requested to support.

The Walk will be held in the Vicksburg Mall to promote awareness, education, support, and advocacy in the Vicksburg Community.

4. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest?

NAMI Vicksburg Walk for Mental health brings awareness and stops the stigma associated with those dealing with mental illness.

5. Provide detail on how the requested funds will be used support the event partially or in full.

The funds will support the purchasing of written information—brochures, pamphlets and signage for the event.

6. Select all in-kind services the organization is requesting for the event:



- ☐ a) Park and facilities fees
- ☐ b) Park Personnel (maintenance and building attendants)
- ☐ c) Police Personnel
- ☐ d) Fire Personnel
- ☒ e) Other services not listed (please specify) television coverage  
TV 23
- ☐ f) Not requesting in-kind services

7. Identify and provide all other funding requests for this event. Provide attachments if needed.

Source	Pending	Approved	Dollar Amount
			\$
			\$
			\$
			\$
			\$
			\$
			\$

8. Anticipated Attendance: 100

9. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Vicksburg. Tee Shirts will have the City's Logo on each  
social media will give city coverage, and fl  
**INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED** will advert  
the city a

The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Vicksburg on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided the City of Vicksburg. The City of Vicksburg is authorized to make all inquiries necessary to verify the accuracy of the provided information.

Jenny W. Drake  
Requestor

7-31-23  
Date

Printed Name of Requestor from Above

Jenny W. Drake



*emailed  
guidelines & application  
on 7.31.2025*

July 15, 2025

Dear Mayor Thompson, Alderman Mayfield and Alderwoman Bailey of the City of Vicksburg, Mississippi,

You know what they say. Once a NAMI Walker, twice a NAMI Walker, always a NAMI Walker. It's hard to get happiness and hopefulness out of your system, right? You ARE NAMIWalks!

Thanks to supporters like you, "Mental Health for All" —our mantra, mission, and motivation— grows more powerful and achievable with every event. We're writing today to encourage you to stay the course. The destination is on the horizon and the winds of change are in your favor. It's the future that we all envision.

This year marks our **7<sup>th</sup> NAMIWalks Your Way Vicksburg in the City of Vicksburg**. Each year you have generously supported our Walk. Enclosed is our 2025 Sponsorship Brochure which outlines why we walk along with the levels of support for our Walk. You have donated \$500 each year and this year we are asking you to look through our Sponsorship Brochure and check the \$1,000 Bronze Level Box. As more people require what NAMI offers — the programs, education, advocacy, guidance and camaraderie — more funding is required!

Our **NAMIWalks Vicksburg will be held on Saturday, October 4<sup>th</sup>, 2025**, inside The Vicksburg Mall Center Court. The Walk begins at 9:00 A.M. and ends at 12 Noon. Help us make this year's day of celebration, compassion, and community a real milestone occasion.

Complete the Sponsorship Commitment Form of our Sponsorship Brochure and email this form along with the logo of the City of Vicksburg. Commit to our community as tens of thousands do every year — locally, and across the country in more than 160 locations.

Look in the mirror and raise your hand to say that you are volunteering your time and your heart again to the effort, that you are ready to *be* NAMIWalks.

Join us, contact us, and find more information at [www.namiwalks.org/vicksburg](http://www.namiwalks.org/vicksburg) and [www.namiwalks.org](http://www.namiwalks.org)

With great appreciation,

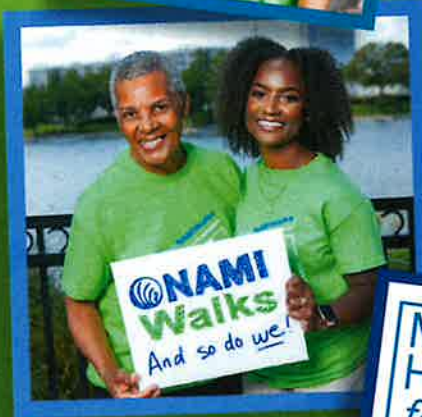
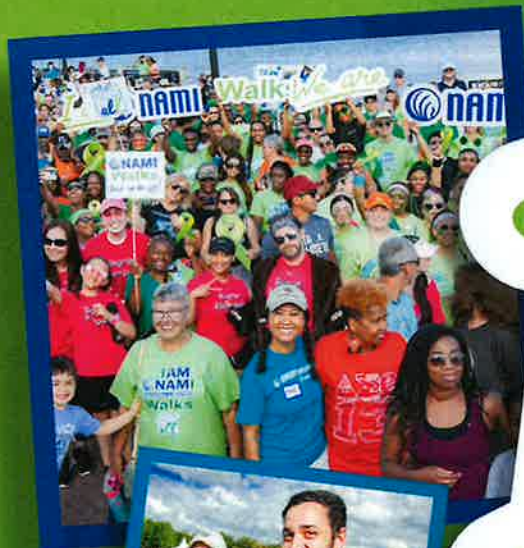
Mrs. Jenny V. Drake, Walk Manager  
Thomas Carson, Vicksburg Affiliate President





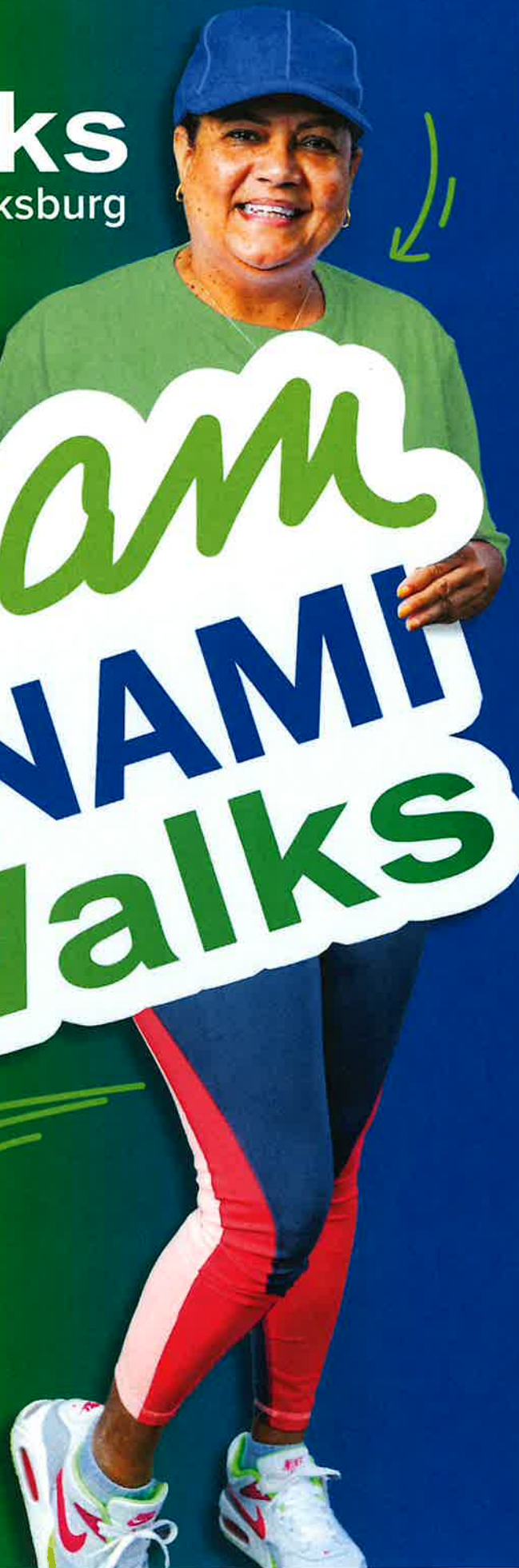
# namiWalks

Vicksburg



# I am NAMI Walks

**2025  
SPONSORSHIP  
OPPORTUNITIES**





# Hope has a partner — and it's *You!*

NAMIWalks continues to reach new heights and celebrate record-breaking seasons and much of that is due to the generous contributions of our sponsors.

Your commitment makes a powerful difference within our mental health community, as it emphasizes that none of us are ever alone, and all of us are in this together. "Mental Health for All" is our vision and mantra and nobody wears that badge of honor more proudly than our sponsors!

We are delighted to see that 2025 finds your company uniting proudly to fight stigma, support NAMI's programs and culture of guidance, and bring newfound awareness to the resources available to everyone who needs our help.

*Join Us!*

**NAMIWalks Vicksburg**  
**Saturday, Oct. 4 at 9AM**  
**Vicksburg Mall, 3505 Pemberton**  
**Square Blvd., Vicksburg, MS 39180**



## About *Us*

NAMIWalks is NAMI's oldest signature fundraiser and it enters 2025 as one of the nation's Top 30 Peer-to-Peer events for the fourth straight year, after raising an unprecedented \$14.7 million and registering a program high 8,085 teams. Over 160 community Walks are presented by NAMI State Organizations and NAMI Affiliates from coast to coast. United by our unique experiences, journeys and stories, NAMIWalks is a beautiful celebration of each of us - individuals with mental illness, their family, their loved ones, their community.

Funds raised directly support NAMI Vicksburg'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.

**NAMIWalks Vicksburg | 2025 Sponsorship Opportunities**

**THREE** pillars  
to support  
**ONE** goal:



To promote awareness  
of mental health and  
reduce stigma



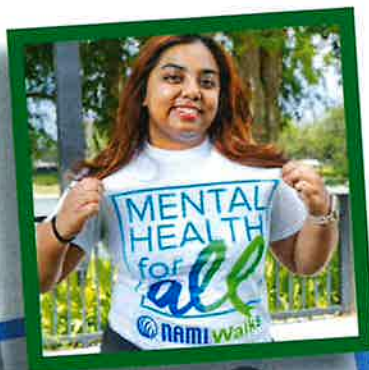
To raise funds for NAMI's  
free, top-rated mental  
health programs



To build community and  
let people know they  
are not alone



*I am*  
**NAMI**  
**Walks**



## Presenting Sponsor

**\$15,000**

- "Presented by" naming rights with logo included on select customized materials
- Walk Day video, filmed by the sponsor, shared on social media
- Logo featured on the overview screen of the fundraising app: Fundraise4NAMI
- Speaking opportunity at your local NAMIWalks event, during your choice of ceremony
- One dedicated electronic communication announcing sponsorship
- Opportunity for sponsor-provided promotional giveaway in gift bags (quantity needed: 5)\*\*
- Opportunity to provide company bio for Sponsorship page on local NAMIWalks website
- Logo in all scheduled participant electronic communications (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\*
- Premium exhibit space including table at your NAMIWalks event
- Promotion on social media and/or in 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

**\$10,000**

- Opportunity for sponsor-provided promotional giveaway in gift bags (qty. needed: 5)\*\*
- Opportunity to provide company bio for Sponsorship page on local NAMIWalks website
- Logo in all scheduled participant electronic communications (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
- 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



## Gold Sponsor

### \$5,000

- Logo in all scheduled participant electronic communications (minimum of 20)
- Logo on NAMIWalks poster\*
- Exhibit space including table at your NAMIWalks event
- Promotion on social media and/or in 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

### \$2,500

- Exhibit space including table at your NAMIWalks event
- Promotion on social media and/or in 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

### \$1,000

- Exhibit space including table at your NAMIWalks event
- Promotion on social media and/or in 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

### \$500

- Name recognition on local NAMIWalks website
- Logo recognition on one NAMIWalks route sign\*

\*Please note: some benefits subject to print deadlines.

\*\* Promotional materials should be received two weeks prior to event day.

You are  
 **NAMI**  
**Walks**



We are  
 **NAMI**  
**Walks**



# SPONSORSHIP TIERS OF IMPACT

## *at a glance*

NAMIWalks is proud to help build better lives for people living in Vicksburg, Warren County and Yazoo County affected by mental health conditions. We are grateful to our partners for making this possible.

	Presenting \$15,000	Premier \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Supporter \$500
"Presented by" naming rights with logo included on select customized materials	●					
Walk Day video, filmed by the sponsor, shared on social media	●					
Logo featured on the overview screen of the fundraising app: Fundraise4NAMI	●					
Speaking opportunity at your local NAMIWalks event, during your choice of ceremony	●					
One dedicated electronic communication announcing sponsorship	●					
Opportunity for sponsor-provided promotional giveaway in gift bags (quantity needed: 5)**	●	●				
Opportunity to provide company bio for Sponsorship page on local NAMIWalks website	●	●				
Opportunity to display company-provided banner	●	●				
Name included in press releases	●	●				
Logo in all scheduled participant electronic communications (minimum of 20)	●	●	●			
Logo on NAMIWalks poster*	●	●	●			
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	Name
Logo recognition on one NAMIWalks route sign*						●

\*In order to be included on all print materials commitments must be made by August 30.

\*\*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 2025 NAMIWalks Vicksburg 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"/> Silver Sponsor    | \$2,500 |
| <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"/> Event Experience Sponsorship (Name) _____ |          | \$ _____                                   |         |

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

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

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

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

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

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

- ☐ Check enclosed (please make payable to NAMI Vicksburg)
- ☐ Credit card payments accepted online at [www.namiwalks.org/vicksburg](http://www.namiwalks.org/vicksburg)
- ☐ 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 Vicksburg  
298 Commerce Park Drive, Suite C  
Ridgeland, MS 39157

## PLEASE EMAIL SPONSORSHIP LOGO TO:

[jdrake655@gmail.com](mailto:jdrake655@gmail.com)

## NAMI Vicksburg

601-994-4645 • [www.namiwalks.org/vicksburg](http://www.namiwalks.org/vicksburg)

[jdrake655@gmail.com](mailto:jdrake655@gmail.com) • Tax ID # 64-0786349

To learn more about NAMIWalks, visit [www.namiwalks.org](http://www.namiwalks.org).



### 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.