



National Alliance on Mental Illness

G.F. _____
M.M. _____
W.T. _____

August 16, 2016

SEP 09 2016
last year \$ 500 *20*

Dear Sir or Madam:

NAMI Mississippi provides educational programs and support services to individuals with mental illness and their loved ones. We annually host a walk event, NAMIWalk, to raise the funds needed to offer our programs and services, as well as introduce new ones. The event not only raises funds for NAMI Mississippi and its affiliates, but it also raises awareness about mental illness.

Mental illness affects everyone. Nearly 60 million Americans experience a mental health condition 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. In our service areas of Meridian, Vicksburg, Hattiesburg, Gulf Coast, Tupelo, Oxford, McComb, Yazoo City and metro Jackson there are over 20,000 people whose lives are touched by mental illness. It's imperative that we continue providing our crucial services here in Mississippi to ensure our family members, friends, colleagues, and neighbors have the support they need.

NAMI Mississippi will host the 2016 NAMIWalk on November 5, 2016, at the Mississippi Museum of Art. This will be our 3rd year for hosting the Walk in Jackson, MS. We had a successful event this year! We raised over \$30,000 and had approximately 500 people participate in our event. We anticipate the 2016 Walk will be even bigger!


We hope you will join the many businesses that support NAMIWalk Mississippi by becoming a 2016 event sponsor. I've enclosed a list of sponsorship options and other materials regarding the event.

Please contact me if you have any questions/concerns, Sitaniel Wimbley, at walkmanager@namims.org or by phone (601) 899-9058. Help us end the stigma around mental illness by becoming a Walk Sponsor today.

Sincerely,

Sitaniel Wimbley

Walk Manager, NAMI MS



nami

National Alliance on Mental Illness

Walks

2016 | Proposal for
Sponsorship



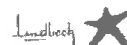
#IAmStigmaFree

Saturday, November 5, 2016
Jackson, Mississippi

National NAMIWalks Elite Sponsor



National NAMIWalks Sponsor



National Walk Partner

NAMIWalks Mississippi

Located in Jackson, Mississippi, NAMI Mississippi 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 Mississippi 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.namiwalks.org/Mississippi.

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 Teams and Participation

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

NAMIWalks Nationwide

NAMIWalks' 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 brings together families, individuals, co-workers and businesses to help raise funds, combat stigma and promote awareness. NAMIWalks is NAMI's largest and most successful mental health awareness and fundraising event. In 2015, 79 NAMIWalks 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 to help build better lives for families and individuals in Mississippi affected by mental illness.



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 day	✓	✓								
Listing in electronic communication	✓	✓								
Logo on stage banner on walk day	✓	✓	✓							
Sponsor's name included in press release	✓	✓	✓							
Logo on walk day signage	✓	✓	✓	✓						
Walk day booth space or tent	✓	✓	✓	✓						
Walk day table	✓	✓	✓	✓	✓					
Logo on event poster	✓	✓	✓	✓	✓					
Logo on NAMIWalks brochure	✓	✓	✓	✓	✓	✓	✓	✓		
Logo displayed on website	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Logo on NAMIWalks t-shirt	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Listing on NAMIWalks website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor's logo/name on route sign										✓
Please note: some benefits subject to print deadlines.	\$15,000	10,000	7,500	5,000	2,500	1,500	1,500	1,000	500	250

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

Theta Zeta Omega Chapter AKA Sorority
Cenpatico
City of Vicksburg
Entergy Corporation
Precise Clinical Research, Inc
Walmart
Mississippi Council of Disabilities
Mississippi Children's Home Society
Blue Cross Blue Shield of MS

Baptist Health Foundation
Takeda Pharmaceuticals
Weems Community Mental Health Center
Alliance Health Center
Central MS Residential Center
Hinds Behavioral Health
Rho Lambda Omega Chapter AKA

SPONSORSHIP CONFIRMATION FORM

☒ Yes! We are proud to support the 2016 Mississippi NAMIWalks 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 checked="" 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 June 16, 2016.

- ☐ Check enclosed (please make payable to NAMI Mississippi)
- ☐ Credit card payments accepted online at www.namiwalks.org/Mississippi
- ☐ 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 64-0786349. Please forward logo or any questions to: walkmanager@namims.org

PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI Mississippi, 2618 Southerland Street, Jackson, MS 39216

NAMI Mississippi
601-899-9058
www.namiwalks.org/Mississippi
walkmanager@namims.org
TAX ID #64-0786349



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



National Alliance on Mental Illness

NAMI MISSISSIPPI WALK INFORMATION

DATE: November 5, 2016; LOCATION: MS Museum of Art
WALKER CHECK-IN TIME: 8 AM; OFFICIAL WALK START TIME: 9 AM
DISTANCE: 5 Kilometers

- **NAMIWALKS** is a nationwide fundraising and mental health awareness program that is being held in more than 80 communities around the country in 2016, including right here in Jackson, MS. It is expected that these walks will raise approximately \$15 million dollars in 2016 for NAMI and the mental health services it provides to thousands of families across the country.
- **There is no walker registration fee for the Walk.** All participants are encouraged to collect donations from family members, friends, co-workers and business associates in support of their participation in the Walk.
- All the funds collected by Walkers will be used to fund NAMI's programs here in Mississippi. These programs include support, education, research and advocacy involving schizophrenia, bipolar disorder (manic depression), major depression, obsessive-compulsive disorder and severe anxiety disorders.
- All walkers raising \$100 or more will receive a coveted **NAMIWALKS** event T-shirt.
- Companies, organizations and families are encouraged to organize teams of walkers made up of employees, organization members, relatives and friends to take part in the Walk.
- Teambuilding and fundraising materials will be given out to team captains at a special kickoff event that will be held approximately 8 weeks before the Walk.
- **NAMIWALKS MISSISSIPPI** is a rain or shine event.
- There is a wide-range of corporate sponsorship opportunities available to local companies and businesses relating to the Walk. Anyone interested in information on how their company or organization can sponsor the Walk should contact Sitaniel Wimbley, walkmanager@namims.org or (601) 899-9058.



National Alliance on Mental Illness

SEVEN POINTS:

WHY NAMIWALKS IS AN EVENT YOUR COMPANY SHOULD SUPPORT

1. **The Issue & Stigma.** This Walk is for an issue – **Mental Illness** – that many think is the “last thing to come out of the closet.” The **Fear of Stigma** is so great and the Walks are giving people the opportunity to come together and make public discourse about mental illness and admission of mental illness okay.
2. **Inclusivity.** The Walk is “inclusive.” **We invite other mental health constituencies to join us at the Walk with materials about their programs.** (Note: We are not sharing revenue. This is a NAMI fundraiser.)
3. **Validation and Good Will.** The Walk and its participants are part of a movement much bigger than themselves. People will be walking in NAMIWalks in cities across the country. People are hungry for this validation. **Business sponsors of the Walk will be in a very visible and positive position with great goodwill to be gained from the community.**
4. **Benefit to Employers.** NAMI programs are grassroots, volunteer driven programs that provide education and support to family members and individuals living with mental illness. These programs are not provided anywhere else in the mental health system and help employees without any cost to employers. **Twenty to twenty-five percent of employees are touched by mental illness in some meaningful way and can benefit from NAMI programs without charge.**
5. **Evaluation.** NAMI affiliates evaluate the efficacy of their programs and strive to **maximize measurable results.** NAMI Mississippi will use our Walk funding to train additional teachers so we can expand our Family-to-Family, Basics and Peer-to-Peer programs in response to heavy public demand.
6. **Gratitude.** We receive emails and phone calls every single day from people who say “**Thank you so much for doing this!**” and then they proceed to tell their stories – often for the first time.
7. **Competence and Commitment.** **We have a very committed and capable Walk Steering Committee.** They will make sure the entire Walk effort is exemplary.