

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

JUN 06 2017

• 500 *DE*



June 1, 2017

Dear Sir or Madam,

Thank you very much for supporting the 2016 NAMIWalks. We had a successful event last year -
- we raised over \$35,000 and approximately 280 people participated in our event.

Your support, along with the other funds we raised through our Walk, allowed us to offer state wide services free of charge. NAMI Mississippi is committed to providing the highest quality of programs and services for individuals who have lived experience with mental illness and their loved ones.

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. It's imperative that we continue providing our critical services here in Mississippi to ensure our family members, friends, colleagues, and neighbors have the support they need.

Each year NAMI Mississippi counts on your sponsorship and we hope you will once again support the 2017 NAMIWalks as we strive to accomplish the following goals:

- Raise funds for NAMI's mission of recovery focused support, education and advocacy for individuals and families affected by mental illness.
- Increase awareness of mental illness by reaching thousands of individuals through team building, communications, promotions and media activity.
- Strengthen support of our veterans living with a mental illness and their families.

I've enclosed information regarding sponsorship levels and the event. Please contact me if you have any questions/concerns, Sitaniel Wimbley, walkmanager@namims.org and 601.899.9058. Help us end the stigma around mental illness by becoming a Walk Sponsor today.

Sincerely,

Sitaniel Wimbley
2017 NAMIWalks Manager

Lend our veterans a helping hand.



This year's NAMIWalks is a focus on the mental health needs of our veterans. Join us in honoring them.



WALK 2017
for mental health.

**Saturday, November 11, 2017
8:00 AM – 12:00 PM**

**Mississippi State Capitol
400 High St, Jackson
Jackson, MS 39201**

Walk Registration:

<https://www.namiwalks.org/mississippi>

**For more information, call 601-899-9058
or email walkmanager@namims.org**



National Alliance on Mental Illness

:::: WHY WE WALK ::::

One in four adults – approximately 57.7 million Americans experiences a mental health disorder in a given year. Mental illness can strike *anyone* -- regardless of race, age, religion or economic status.

The National Alliance on Mental Illness provides help, hope and education to individuals affected by mental illness and their circle of family, loved ones and caregivers.

Our Mission: To improve the quality of life of individuals and their families living with mental illness through education, support and advocacy.

Vision: That persons living with mental illness can recover and lead productive and meaningful lives within their community of choice.

In 2016, NAMI Mississippi had another record-breaking year providing help, support and education, **absolutely free to the community**. This was accomplished through our network of volunteers – family members and individuals who are affected by mental illness – who have been specially trained to facilitate multi-week education and support programs, including:

PROGRAM/SUPPORT DESCRIPTION	2016 ACCOMPLISHMENTS	2017 GOALS
Family to Family - A FREE twelve-week class for family members, partners and friends of someone living with a mental illness.	1 Family-To-Family Class -12 weeks of education -15 graduates	8 Family-To-Family Classes Increase F2F Teachers Train the Trainer
Peer to Peer - A FREE ten-week class for people living with a mental illness.	4 Peer-To-Peer Classes -40 weeks of education -21 graduates	6 Peer-To-Peer Classes Increase P2P Teachers Train the Trainer
Basics - A FREE six-week course for parents and other caregivers of children and adolescents living with a mental illness.	0 Basics Classes -0 weeks of education	5 Basics Classes Train the Trainer Increase Basics Teachers Increase Basics Outreach
In Our Own Voice - FREE presentation for the general public by individuals living in mental health recovery to share hope that individuals living with mental illness can and do live rich and meaningful lives.	2 In Our Own Voice Presentation -63 attendees	10 In Our Own Voice Presentations
Connection & Family Support - FREE support groups providing support to consumers and family members of those living with mental illness.	Meets weekly or bi-weekly at several locations,	Offer expanded locations and frequency Train the Trainer
Say It Out Loud - - FREE presentation for youth and students to help raise awareness of symptoms of a mental illness and how to get help.	13 Say It Out Loud Presentations -135 attendees	10 Say It Out Loud Presentations
Sharing Hope Presentations - FREE hour-long presentation that can help increase mental health awareness in African American communities by addressing a number of important topics	0 Sharing Hope Presentation -0 attendees	8 Sharing Hope Presentations
NAMI Homefront - a free, six-session education program for family, friends and partners of Military Service Members and Veterans with mental health conditions.		Inaugural

NAMIWalks is our single most important source of income – contributing 80% of our annual operating budget. NAMIWalks helps raise awareness, celebrates mental illness recovery and honors those who have lost their lives to mental illness. Our 2017 Fundraising Goal is \$40,000 which will allow us meet our current year's operating needs and increase our programs.



NAMI MISSISSIPPI WALK INFORMATION

DATE: November 11, 2017 LOCATION: The Mississippi State Capitol
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 2017, including right here in Jackson, MS. It is expected that these walks will raise approximately \$15 million dollars in 2017 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 at walkmanager@namims.org or (601) 899-9058.

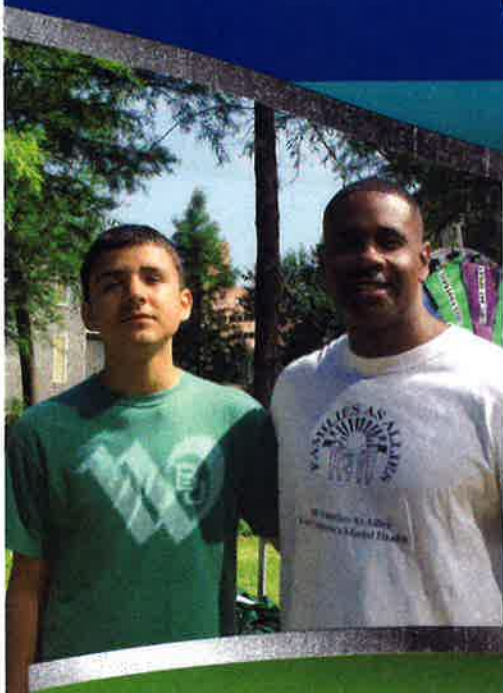


National Alliance on Mental Illness

Walks

2017

Proposal for
Sponsorship



#StigmaFree

Saturday, November 11, 2017

Jackson, Mississippi

National NAMIWalks Elite Sponsor



National NAMIWalks Sponsor



National Walk Partner

NAMIWalks Mississippi

Located in Jackson, Mississippi, NAMI Mississippi raises awareness and provides 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. NAMI Mississippi is a 501 (C)(3) mental health organization.

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 individuals 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 2016, 79 NAMIWalks events raised over \$10 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 throughout 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.	\$10,000	8,000	6,500	5,000	3,500	2,500	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.

2016 Top Sponsors

National NAMIWalks Elite Sponsor: Alkermes
Mississippi Council on Developmental Disabilities
Johnson & Johnson Health Care Systems Inc.
Otsuka
Cenpatico
Hinds Behavioral Health Services
Central Mississippi Residential Center
Baptist Health Systems
Precise Clinical Research, Inc.

City of Vicksburg
Wells Fargo
Wise, Carter, Child & Caraway, P.A.
Janssen
Courtney Elder Law Associates
Mississippi Children's Home Services
Singing River Services
Mississippi Railroad Association
Sam's Town

SPONSORSHIP CONFIRMATION FORM

☒ Yes! We are proud to support the 2017 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	\$10,000	<input type="checkbox"/> Start/Finish Line Sponsor	2,500
<input type="checkbox"/> Presenting Sponsor	8,000	<input type="checkbox"/> Kick-off Event Sponsor	1,500
<input type="checkbox"/> Major Sponsor	6,500	<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	3,500	<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 May 1, 2017. To be included on the t-shirt, your logo saved in a vector file (EPS, PS, BMP, PDF) must be received within 6 weeks of Walk Day, otherwise you will be listed by name only on the shirt.

- ☐ 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, Suite 100, 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.