

GETTING SPONSORSHIPS FOR NAMIWALKS 2009

FACTS

1. Sponsors may be companies or individuals
2. Sponsorships range from \$250 to \$10,000 – or more!!
3. Sponsorship contributions are tax-deductible
4. Sponsors get recognition on Walk materials such as:
Posters, brochures, luncheon program, newspaper ads, T-shirts, banners etc

HOW

1. Sponsorship Folders are available in the NAMI office – call 805-641-2426. Or download and print sponsorship materials from the Walk Information website: www.NamiWalksVentura.info
2. Preferred: Attempt to meet in person with potential sponsors. Placing the material in their hands and making your case is the best option. *“People give to people”.*
3. Second option: Send out a Sponsor Request Letter & Folder
4. Follow up - in person or by phone.
Remember to always get a yes or a no response to your sponsorship request. They may take a week or more to reach a decision, but you should provide information, make the request and get an answer.
5. Make your “Ask” as personal as possible. Explain your involvement with NAMI, the work we do and the importance of getting funds for our programs.

WHO

- Your employer
- A business associate
- Employer of a close friend or relative
- Places where you do business or shop
Banks, doctors, stores, restaurants, car dealers, insurance companies, real estate agents etc.
- You, other families
- “In Memory of...,” “In Honor of...,” or “In Support of...”

WHEN

Stage 1 deadline: February 26th, 2009

This allows for printing of materials and recognition at the Walk Luncheon, March 6th

Stage 2 deadline: April 2nd, 2009

The Walk is on May 2nd, and we need 30 days for printing of materials and T-shirts etc

Stage 3: Any time (limited recognition opportunities)!

For Sponsors:

NAMI Ventura County is an IRS recognized 501(c)(3) Non-Profit Organization and all donations are tax deductible. Federal Tax ID #77-0037450

Make checks payable to “NAMI Ventura County”

Mail to: NAMI Ventura County
P.O. Box 1613
Camarillo, CA 93011-1613

Or bring to the NAMI office: 1339 Del Norte Road, Camarillo

Thank you!

NAMI Ventura County, P.O. Box 1613, Camarillo, California 93011

Office Address: 1339 Del Norte Road, Camarillo

Tel: 805.641.2426 ▪ Fax: 805.275.2188 ▪ Email: namiventura@gmail.com ▪ Website: www.namiventura.org