



**Event
Sponsorship Opportunities**



SPONSORSHIP CONFIRMATION FORM

___ Yes!, we are proud to support NAMI FLORIDA WALKS for the Mind of America in Tallahassee, Florida on October 3, 2009. We authorize NAMI Florida to include our name or logo on all the materials printed for the event consistent with our sponsorship selection below.

_____	Presenting Sponsors	\$ 10,000
_____	Major Sponsor	\$ 7,500
_____	Gold Sponsor	\$ 5,000
_____	Kick-Off Luncheon & Silver Sponsor	\$ 3,500
_____	Silver Sponsor	\$ 2,500
_____	Start/Finish Sponsor or Awards Reception Sponsor	\$ 1,500
_____	Bronze Sponsor	\$ 1,000
_____	Supporter Sponsor	\$ 500
_____	Kilometer Sponsor	\$ 250

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

E-MAIL: _____

Payment: _____ Check enclosed (please make out to NAMI Florida)
 _____ Credit cards accepted online. Visit nami.org

- Once this form is received someone will contact you to regarding the artwork for your logo. The benefit of confirming as a sponsor by August 1, 2009 is guaranteed inclusion in all printed materials (brochure, posters, etc.). Regardless of confirmation date, all sponsors will receive recognition on the NAMI Florida website at www.nami.org and www.namifl.org
- . Please contact us if you are interested in providing “in-kind” donations (goods and/or services) in lieu of monetary sponsorships.

Judi Evans
 Executive Director, NAMI Florida
 316 E. Park Ave
 Tallahassee, FL 32301
 Phone: 850-671-4445
 Fax: 850-671-5272

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$10,000

- Sponsor listed as Presenting Sponsor of the Walk on the front cover of all walker/sponsor brochures and on event posters
- Sponsor's name and logo printed prominently at the top of the back of the Walk T-shirts given to volunteers and walkers
- Sponsor's name prominently mentioned in all press releases produced for the event
- Sponsor prominently recognized in pre and post-event mailings to *Your NAMI Organization* friends and supporters
- Sponsor prominently recognized at the pre-event Kickoff Luncheon and post-event Awards Reception for team captains and volunteers
- Sponsor's corporate banner may be prominently displayed at the start-end point of Walk
- Sponsor may have an information booth/tent at Walk and the opportunity to develop promotional campaigns tied into the event
- Sponsor's banner will be displayed at the Kickoff Luncheon
- Sponsor's name or logo will be prominently displayed on the Walk website (<http://www.nami.org/namiwalks/FL> and www.namifl.org)

Major Sponsor \$7,500

- Sponsor's name or logo placed on front cover of all walker/sponsor brochures and event posters
- Sponsor's name or logo highlighted on the back of Walk T-shirts given to volunteers and walkers
- Sponsor's name prominently mentioned in all press releases produced for the event
- Sponsor recognized at the pre-event Kickoff Luncheon and post-event Awards Reception for team captains and volunteers
- Sponsor's corporate banner may be prominently displayed at the start/end point of Walk
- Sponsor may have an information booth/tent at Walk and the opportunity to develop promotional campaigns (that do not conflict with any being run by presenting sponsor of the Walk) tied into the event
- Sponsor's name or logo will be prominently displayed on the Walk website (<http://www.nami.org/namiwalks/FL> and www.namifl.org)

Gold Sponsor \$5,000

- Sponsor's name and logo prominently listed in the walker/sponsor brochures and on the event posters
- Sponsor's name and logo will be prominently placed on event T-shirt
- Sponsor's name included in a press release produced for the event
- Sponsor recognized at the pre-event Kickoff Luncheon and post-event Awards Reception for team captains and volunteers
- Sponsor's corporate banner may be displayed at the start/end point of Walk
- Sponsor will have opportunity to have an information booth at Walk
- Sponsor's name or logo will be displayed on the Walk websites (<http://www.nami.org/namiwalks/FL> and www.namifl.org)

Kickoff Luncheon Sponsor \$3,500

- Sponsor(s) will be prominently recognized as the presenting sponsor of the Walk Kickoff Luncheon (to be held approximately 8 weeks before the Walk), on the Luncheon invitation, on the Walk website, in pre-event mailings to team captains and volunteers, and at the Luncheon. Sponsor(s) will also receive the recognition given to silver sponsors as listed below
- Silver Sponsor \$2,500
- Sponsor's name and logo prominently listed in the walker/sponsor brochures and on the event posters

- Sponsor's name and logo will be prominently placed on event T-shirt.
- Sponsor recognized at the pre-event Kickoff Luncheon and post-event Awards Reception for team captains and volunteers
- Sponsor's corporate banner may be displayed at the start/end point of Walk
- Sponsor's name or logo will be displayed on Walk website (<http://www.nami.org/namiwalks/FL> and www.namifl.org)

Start/Finish Sponsor or Awards Reception Sponsor \$1,500

- Sponsor(s) will be featured prominently on the official Start – Finish Line Banner that will be placed at or above the start – finish line of the Walk. Sponsor(s) will be recognized in all Walk related mailing to supporters. Start – Finish Line sponsor(s) will also receive the recognition given to bronze sponsors as listed below; OR
- Sponsor(s) will be prominently recognized as the presenting sponsor of the post-event Awards Reception (to be held approximately 6 weeks after the Walk) on the event invitation, on the Walk website, in a post-event mailing to team captains and volunteers, and at the reception. Sponsor(s) will also receive the recognition given to bronze sponsors as listed below
- Sponsor's name or logo will be displayed on Walk website (<http://www.nami.org/namiwalks/FL> and www.namifl.org)

Bronze Sponsor \$1,000

- Sponsor's name listed in walker/sponsor brochures
- Sponsor's name or logo printed on Walk T-shirts
- Sponsor recognized at the pre-event Kickoff Luncheon and post-event Awards Reception for team captains and volunteers
- Sponsor's name or logo will be displayed on the Walk website (Sponsor's name or logo will be displayed on Walk website (<http://www.nami.org/namiwalks/FL> and www.namifl.org))

Supporter \$500

- Sponsor's name listed on walker/sponsor brochures
- Sponsor's name printed on Walk T-shirts
- Sponsor's name or logo will be displayed on the Walk website (Sponsor's name or logo will be displayed on Walk website (<http://www.nami.org/namiwalks/FL> and www.namifl.org))

Kilometer Sponsor \$250

- Sponsor's name and/or logo will be placed on Kilometer sign that will be prominently placed along the Walk route
- Sponsor's name will be displayed on the Walk website (<http://www.nami.org/namiwalks/FL> and www.namifl.org)

OTHER SPONSORSHIP OPPORTUNITIES

Special Sponsorship Recognition is also available for major donors of goods and services, depending on the cash value of the donation.

For more information on sponsorship opportunities, please call:

Judi Evans
 Executive Director, NAMI Florida
 316 E. Park Ave
 Tallahassee, FL 32301
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