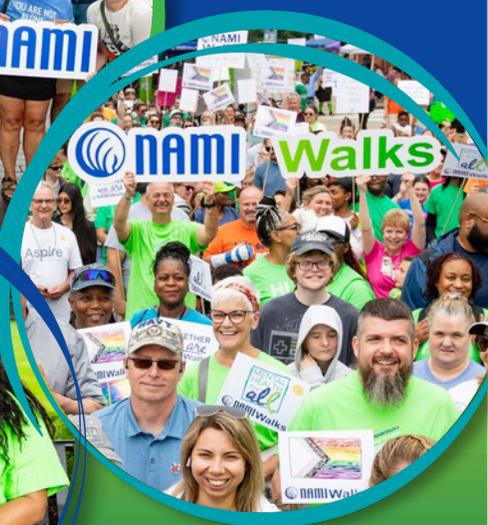


# TOGETHER

# we are

# NAMIWalks

Massachusetts



**SPONSORSHIP  
OPPORTUNITIES**

**- 2026 -**



# We are not NAMIWalks without *You!*

Year in and year out, enthusiastic participants make their presence felt in the most dramatic fashion as they march, parade, dance, walk and roll their way across our community, raising the threshold of hope in the mental health sector ever higher.

Take a good look at their colorful T-shirts, backpacks, water bottles, and mobile apps. In addition to the logo that stamps our mission of Mental Health for All on our consciousness, our rousing campaign slogan — “Together, We are NAMIWalks” is bolstered by the support of the best sponsors in town. Whether you’re on the route with us, flashing your emphatic commitment for all to witness, or pledging your allegiance from the wings, it’s clear to us: we owe the strength of our unity in large part to you.

Prominent and powerful, your friendship throughout the NAMIWalks year makes all the difference in the world to the critical work that NAMI does. En nombre de los beneficiarios de la organización y de NAMI mismo, le agradecemos y esperamos contar con su apoyo en 2026.

# Join Us!

NAMIWalks  
Massachusetts  
Saturday, May 16 at 9AM  
Boston Common



## About *Us*

NAMIWalks is America’s fundraising event that truly walks the walk — powering NAMI through today’s uncertain emotional climate into the important and inspirational work it does in our communities. NAMIWalks enters 2026 as one of the nation’s Top 30 national event series for the fifth straight year, after raising a record-breaking \$15.8 million through 200 local Walks, presented by NAMI State Organizations and NAMI Affiliates. Constantly widening its embrace, the NAMIWalks program is poised to take its next step of growth in 2026.



## 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

# Presenting Sponsor

## \$50,000

- “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: 130)\*\*
- Opportunity to provide company bio for Sponsorship page on local NAMIWalks website
- Logo in all scheduled participant electronic communications
- 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 and canopy at your NAMIWalks event
- Promotion on social media and/or in newsletters pre and post event (6 posts)
- “Presented by” logo recognition on NAMIWalks participant T-shirts\*
- “Presented by” recognition on NAMIWalks event day signage\*
- “Presented by” logo recognition on local NAMIWalks website

# Premier Sponsor

## \$25,000

- Opportunity for sponsor-provided promotional giveaway in gift bags (qty. needed: 130)\*\*
- Large logo recognition on local NAMIWalks website
- Opportunity to provide company bio for Sponsorship page on local NAMIWalks website
- Logo in all scheduled participant electronic communications
- 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)
- Promotion on social media and/or in electronic newsletters pre and post event (5 posts)
- Name included in press releases
- Logo on NAMIWalks poster\*
- Exhibit space including table and canopy at your NAMIWalks event
- Large logo recognition on NAMIWalks participant T-shirts\*
- Large logo recognition on NAMIWalks event day signage\*



 **NAMI**  
**Walks**



♥ Walk with us!



## Gold Sponsor \$10,000

- Logo in all scheduled participant electronic communications
- Exhibit space including table and canopy 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\*
- Medium logo recognition on NAMIWalks event day signage\*
- Medium logo recognition on local NAMIWalks website
- Logo on NAMIWalks poster\*

## Silver Sponsor \$5,000

- Logo in all scheduled participant electronic communications
- Exhibit space including table and canopy 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\*
- Small logo recognition on NAMIWalks event day signage\*
- Logo recognition on local NAMIWalks website

## Bronze Sponsor \$2,500

- Exhibit space including table and canopy at your NAMIWalks event
- Promotion on social media and/or in newsletters pre and post event (2 posts)
- Logo recognition on one NAMIWalks route sign\*
- Name recognition on NAMIWalks participant T-shirts\*
- Name recognition on NAMIWalks event day signage\*
- Name recognition on local NAMIWalks website

## Supporter Sponsor \$1,500

- Exhibit space including table and canopy at NAMIWalks
- Name recognition on local NAMIWalks website
- Name recognition on NAMIWalks participant T-shirts\*
- Name recognition on vendor map

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

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

# SPONSORSHIP COMMITMENT FORM

Yes! We are proud to support the 2026 NAMIWalks Massachusetts 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 | \$50,000 | <input type="checkbox"/> Silver Sponsor    | \$5,000 |
| <input type="checkbox"/> Premier Sponsor    | \$25,000 | <input type="checkbox"/> Bronze Sponsor    | \$2,500 |
| <input type="checkbox"/> Gold Sponsor       | \$10,000 | <input type="checkbox"/> Supporter Sponsor | \$1,500 |

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

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

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

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

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

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

We will issue an invoice for this sponsorship. Please provide appropriate contact name and email address.

Contact name and email address: \_\_\_\_\_

Yes, we plan to use our exhibit space on Walk Day:

Walk Day contact name: \_\_\_\_\_

Walk Day contact email: \_\_\_\_\_

*Invoice will be for the specified sponsorship amount. \$350 of the total will be listed as exhibit space and is not tax deductible as it represents the fair market value of goods and services provided for the exhibit space and canopy.*

No, we do not plan to use our exhibit space on Walk Day.

Yes, we would like to host a team for NAMIWalks:

Team name: \_\_\_\_\_

Team Captain name and email: \_\_\_\_\_

PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI Massachusetts

331 Montvale Avenue, Suite 200

Woburn, MA 01801

PLEASE EMAIL SPONSORSHIP LOGO TO:

Emily Trautwein, [etrautwein@namimass.org](mailto:etrautwein@namimass.org)

**NAMI Massachusetts**

617-286-7615 • [www.namiwalks.org/massachusetts](http://www.namiwalks.org/massachusetts)

[etrautwein@namimass.org](mailto:etrautwein@namimass.org) • Tax ID # 04-2777012

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



# nAMIWalks



**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.