



National Alliance on Mental Illness

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Massachusetts



# IMPACT SUMMIT

SPONSORSHIP, TICKETS, & MORE

**PREPARED BY :**  
NAMI MASSACHUSETTS



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# ABOUT

## NAMI MASS

The National Alliance on Mental Illness of Massachusetts (NAMI Massachusetts) is a nonprofit grassroots organization founded in 1982.

### **Mission**

We seek to improve the quality of life for people living with mental health conditions, their families, and their caregivers. We work to ensure that all people impacted by a mental health condition receive the support they need when they need it. We use our voices as people and families with lived experience to challenge discrimination and advocate for a more equitable and just world.

### **Vision**

NAMI Mass envisions a society that humanizes the experience of mental health challenges, promotes the values of respect, agency, self-determination, non-coercion, and non-violence, and supports individuals and families wherever they are in their journey of healing and recovery.

# EVENT GOALS & OBJECTIVE

## WHAT IS THE IMPACT SUMMIT?

An impact summit is an event focused on addressing and advancing solutions to significant statewide, national, or global challenges. **These summits bring together diverse stakeholders, including thought leaders, experts, activists, business leaders, policymakers, and interested individuals,** to discuss, collaborate, and take action on issues that have a substantial impact on the world.

The Impact Summit typically aims to:

- **Raise Awareness:** Educate attendees and the broader public about the challenges and issues that need to be addressed.
- **Foster Collaboration:** Encourage collaboration among various sectors, including government, business, nonprofit organizations, and academia, to work together on solutions.
- **Generate Solutions:** Facilitate discussions and brainstorming sessions to develop innovative solutions and strategies.
- **Mobilize Resources:** Secure financial support, partnerships, and commitments from stakeholders to implement proposed solutions.
- **Inspire Action:** Motivate attendees to act and make a tangible impact in their communities and the world.

**We are expecting to sell between 125-150 tickets and incorporating a live stream of the panels for our social media followers.** The event will consist of networking, state of the organization (SOTO) by NAMI Massachusetts Executive Director, panels, and a Keynote Speaker. Lunch will be served, with a nearby venue sponsoring an after summit gathering.

# SPONSORSHIP BENEFITS

MAXIMIZE OUR IMPACT WITH YOUR SUPPORT

## TITLE SPONSOR: \$50,000 - \$250,000+

- Exclusive naming rights and branding as the "Presenting Sponsor" or "Title Sponsor" of the summit.
- Prominent logo placement on all promotional materials, including the event website, banners, and marketing collateral.
- Priority speaking opportunity during the opening or closing ceremony.
- A dedicated exhibition space or booth in a prime location. With the table section naming.
- VIP passes for a set number of attendees.
- Extensive social media and email marketing promotion.
- Recognition in press releases and media coverage.



## PLATINUM SPONSOR: \$25,000 - \$49,999

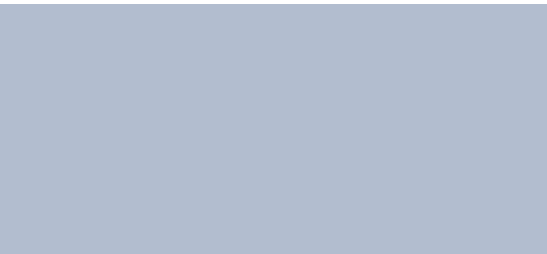
- High visibility branding on promotional materials and the event website.
- A speaking opportunity during a specific keynote or panel session.
- Prominent exhibition space or booth.
- VIP passes for a certain number of attendees.
- Social media promotion.
- Recognition in event marketing materials.

## GOLD SPONSOR: \$10,000 - \$24,999

- Logo placement on event materials and the website.
- Exhibition space in a desirable location.
- VIP passes for a limited number of attendees.
- Social media mentions.
- Recognition in event marketing materials.



## SILVER SPONSOR: \$5,000 - \$9,999

- Logo placement on the event website and materials.
  - Exhibition space.
  - 4 Event passes.
  - Social media mentions.
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# SPONSORSHIP BENEFITS

MAXIMIZE OUR IMPACT WITH YOUR SUPPORT

## BRONZE SPONSOR: \$2,500 - \$4,999

- Logo on the event website.
- Exhibition space in a standard location.
- 4 Event passes.
- Standard social media recognition.

## SUPPORTING SPONSOR: \$1,000 - \$2,499

- Name listing on the event website.
- 3 Event passes.
- Standard social media recognition.

## PARTNER ORGANIZATION OR INDIVIDUAL SPONSOR \$200-\$999

- Name listing on the event website.
- 2 Event passes.

## IN-KIND SPONSOR:

- Contribution of goods or services in lieu of financial support.
- Recognition on the event website and materials.
- 1 Event passes or benefits commensurate with the in-kind contribution.

## INDIVIDUAL TICKETS:

- **Friend of NAMI Mass Level- \$30, limited tickets available** includes lunch
- **Sustainer Level- \$50**, includes lunch and Impact Report to take home
- **Trailblazer Level- \$100**, includes lunch, Impact Report to take home, NAMI Mass swag t shirt
- **VIP Individual Level- \$150**, includes lunch, Impact Report to take home, NAMI Mass swag t shirt, reserved seating for speaking program
- **Sponsor a ticket**, at any level, you can sponsor a ticket and NAMI Mass will prioritize the attendance of community members.