



Walks

2024

CORPORATE SPONSORSHIPS

**SATURDAY MAY 18, 2024
THE PARKMAN BANDSTAND AT THE
BOSTON COMMON, BOSTON MA**

Prepared by :

NAMI MASS

331 Montvale Avenue Suite 200
Woburn, MA 01801

WWW.NAMIWALKS.ORG/MASSACHUSETTS

ABOUT NAMIWALKS



NAMIWalks is a powerful force for positive change in the mental health landscape. It brings people together, raises awareness, and generates resources to support those affected by mental health conditions.

PROGRAM FOR THE DAY



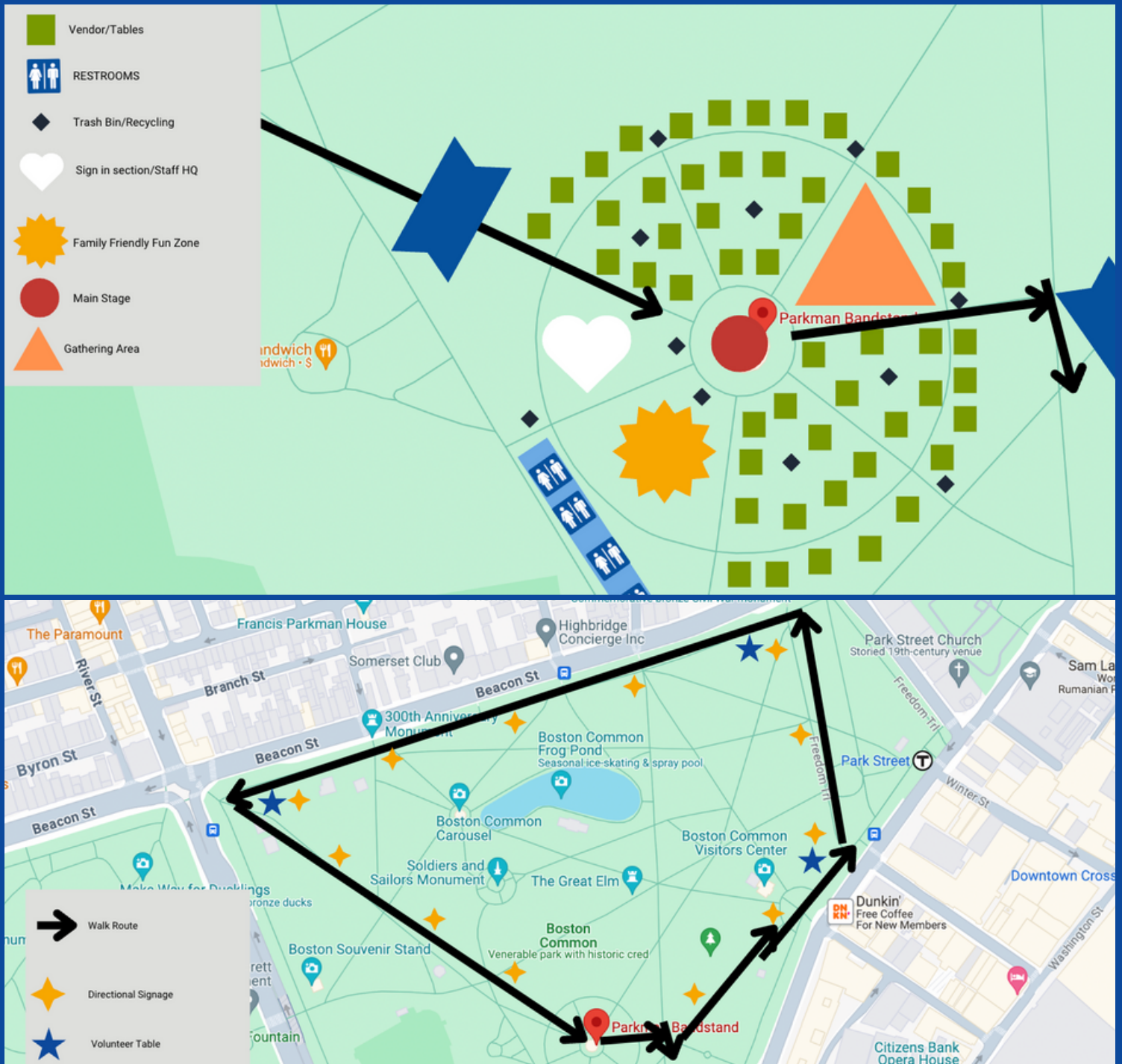
MORNING 9AM-11:30AM

We open the day at 9am for guests to arrive, visit vendor tables, enjoy our fun zone, gather for live music, and network with our large NAMI Mass community.

AFTERNOON 11:30AM-1PM

The second half of our day is centered around action. We have a small program of guest speakers who express the importance of our work. After the program we cut the ribbon to NAMIWalks 2024, over 2,000 people begin their walk for mental health led by our Executive Director and a marching band.







SPONSORSHIP LEVELS

Benefits, Visibility, Solidarity

PRESENTING SPONSOR: \$50,000

- Sponsor logo on back of Walk t-shirts
- Sponsor may display their corporate banner in a place agreed upon
- Sponsor name in all press Releases and media alerts
- Two minute speaking portion of the program
- Sponsor has the opportunity make video promoting their sponsorship of the Walk and why they are participating that will be used on Walk website, NAMI Mass Walk web page, e-communications and social media
- Sponsor's name/logo on the Walk website linking to Sponsor's site
- Sponsor's logo on NAMI Mass Walk webpage
- Sponsor Representative at Start Line for ribbon-cutting and photo-op
- Sponsor's logo in NAMI Mass weekly Walk e-communications
- Three social media posts with agreed upon copy/creative
- Free canopy over Exhibit Table
- Two social media features with agreed upon copy/creative in promotional materials
- One social media post after the event
- Logo on Day of Walk banner





SPONSORSHIP LEVELS

Benefits, Visibility, Solidarity

PREMIER SPONSOR: \$45,000

- Sponsor logo on back of Walk t-shirts
- Sponsor may display their corporate banner in a place agreed upon
- Sponsor has the opportunity make video promoting their sponsorship of the Walk and why they are participating that will be used on Walk website, NAMI Mass Walk web page, e-communications and social media
- Sponsor's name/logo on the Walk website linking to Sponsor's site
- Sponsor's logo on NAMI Mass Walk webpage
- Sponsor Representative at Start Line for ribbon-cutting and photo-op
- Sponsor's logo in NAMI Mass weekly Walk e-communications
- Free canopy over Exhibit Table
- Two social media features with agreed upon copy/creative in promotional materials
- One social media post after the event
- Logo on Day of Walk banner





SPONSORSHIP LEVELS

Benefits, Visibility, Solidarity

PLATINUM SPONSOR: \$30,000

- Sponsor logo on back of Walk t-shirts
- Sponsor has the opportunity make video promoting their sponsorship of the Walk and why they are participating that will be used on Walk website, NAMI Mass Walk web page, e-communications and social media
- Sponsor's name/logo on the Walk website linking to Sponsor's site
- Sponsor's logo on NAMI Mass Walk webpage
- Sponsor's logo in NAMI Mass weekly Walk e-communications
- Free canopy over Exhibit Table
- One social media features with agreed upon copy/creative in promotional materials
- One social media post after the event
- Logo on Day of Walk banner





SPONSORSHIP LEVELS

Benefits, Visibility, Solidarity

GOLD SPONSOR: \$20,000

- Sponsor logo on back of Walk t-shirts
- Sponsor's name/logo on the Walk website linking to Sponsor's site
- Sponsor's logo on NAMI Mass Walk webpage
- Free canopy over Exhibit Table
- One social media features with agreed upon copy/creative in promotional materials
- One social media post after the event
- Logo on Day of Walk banner

SILVER SPONSOR: \$10,000

- Sponsor logo on back of Walk t-shirts
- Sponsor's name/logo on the Walk website linking to Sponsor's site
- Sponsor's logo on NAMI Mass Walk webpage
- Free canopy over Exhibit Table
- One social media features with agreed upon copy/creative in promotional materials
- One social media post after the event
- Logo on Day of Walk banner





SPONSORSHIP LEVELS

Benefits, Visibility, Solidarity

BRONZE SPONSOR: \$5,000

- Sponsor name on back of Walk t-shirts
- Sponsor's name/logo on the Walk website linking to Sponsor's site
- Sponsor's name on NAMI Mass Walk webpage
- Exhibit Table- \$250 nonprofit rate, \$350 for-profit rate

SUPPORTER SPONSOR: \$2,500

- Sponsor name on back of Walk t-shirts
- Sponsor's name/logo on the Walk website linking to Sponsor's site
- Sponsor's name on NAMI Mass Walk webpage
- Exhibit Table with Canopy- \$250 nonprofit rate, \$350 for-profit rate

FRIEND OF NAMI MASS: \$1,000

- Sponsor name on back of Walk t-shirts
- Sponsor's name on NAMI Mass Walk webpage
- Exhibit Table with Canopy- \$250 nonprofit rate, \$350 for-profit rate





NAMIWalks Massachusetts 2024

expects to receive 3,000 guests
alongside nearly 10,000
Boston Common visitors.

We are **IMMENSELY** grateful for your
partnership and support.

For more info please visit:
www.namiwalks.org/massachusetts
Or email fundraising@namimass.org

THANK YOU

