

Sponsorship

Creating a Sponsorship Request Folder:

Attaining sponsorships is a key part of your fundraising efforts. A sponsorship request folder should include the following:

- A formal sponsorship request letter (see example)
- A NAMIWalks For the Mind of America folder with the following
- 3 to 5 pieces of literature on NAMI and mental illness, such as the following items:
- The one page case statement on What is NAMI, NAMIWalks and the Mind of America campaign
- The latest issue of the Advocate or similar NAMI magazine
- Mental Illness fact sheet
- A one page colored flyer of Worth and Fortune magazine statements
- Your own local brochures or fact sheets
- The sponsorship confirmation form
- The two page Sponsorship Opportunities Document
- A one page fact sheet on the local and national NAMIWalks program

The goal is to provide the potential sponsor with as much information as possible about NAMI and its mission when asking a company or organization for sponsorship

Who should be asked to sponsor the walk?

Develop a target list of 25 to 100 local companies and/or organizations that you believe might be interested in, or easily capable of sponsoring the walk. This list should include:

- Natural partners and allies of your affiliate (Pharmaceutical companies, HMOs, Hospitals, Health and Human Services Organizations, medical group practices, companies that have sponsored your other fundraising activities, etc.
- Companies and organizations that you do business with or support in some way, including your bank, landlord, accountants, major vendors, etc.

- Major employers in the region that you have a relationship with, or feel might sponsor the walk just because they have the financial capability to, and are known as good corporate citizens
- Companies that key volunteers (board members, etc) might be able to bring to the table

We recommend you keep the list relatively small (in the 25-100 range) since follow up will be critical and time consuming. Phone calls and meetings will be necessary to successfully follow up on the majority of the sponsorship proposals so it is better (and less expensive) to keep the number manageable than it is to flood the market with hundreds of proposal letters. Quality proposals and quality follow up efforts are what we recommend.

Try to turn the volunteers that you succeed in recruiting for your walk (through initial informational meetings and your general networking efforts) into sponsorship solicitors whenever possible. One of the truisms of fundraising is that people give to people. This means that the ask-ers relationship with, or connection to, the ask-ee, is often times more important than the cause they are asking them to support.

Try to make supporters aware from the beginning that there are probably people and companies that they know would sponsor the walk. Give the volunteers the tools (sponsorship packets, sample letters, and letterhead and envelopes) that they will need to become a successful sponsor recruiter.

Sponsors generally come from:

- The volunteer's employer (or the employer of the volunteer's spouse or another family member)
- A business associate of the volunteer
- The employer of a close friend of the volunteer

Not all volunteers will have access to corporate support. However, it is appropriate for people who are employed and do have a network of family and friends to recruit a company or organization they know to sponsor the walk.

How should I start?

- Draw up a top prospect list of 5 to 10 companies or organizations that you feel are your best prospects for sponsoring the walk. Hopefully one or two of these companies will be an easy “yes” and you will be able to report to others that you have been successful in recruiting sponsors for the walk.
- Start with your best prospects first

What about other cash sponsors who donate goods or services or support the walk in other important ways?

- These supporters should be recognized as sponsors of the walk based on the value that you agree to assign to their donation or support. For example, if a water company agrees to donate 2,000 16-ounce bottles of water with a retail value of \$1,000 you should recognize the company as a bronze supporter of your walk.
- Strong media supporters (TV, radio, newspapers, etc.) can be recognized as media sponsors of the walk

Human services agencies that agree to support the event early in the process and plan to have a team in it or provide other volunteer support can be given recognition based on a mutually agreed “value” of that support (assigning value to volunteer support can be a little tricky, but generally you know who you want or need to recognize as sponsors of your walks.



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 NAMI 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 (www.nami.org).

Major Sponsor \$7,500

- Sponsor's name or logo placed on front cover of all walker 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 (www.nami.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 website (www.nami.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 (www.nami.org).

Post Walk Awards Reception Sponsor \$1,500

- 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.

Bronze Sponsor \$750

- 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 NAMIWalks Web site (www.nami.org)

Supporter \$500

- Sponsor's name listed on walk sponsor brochures
- Sponsor's name printed on Walk T-shirts

Kilometer Sponsor \$250

- Sponsor's name and/or logo will be placed on Kilometer sign that will be prominently placed along the Walk route.

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 _____ (insert contact name, email address and phone number)



Sponsorship Confirmation Form

Yes, we are proud to support the inaugural (or 2nd or 3rd) (insert geographic area of walk here) NAMIWalks For the Mind of America walkathon. We authorize the (Insert State and/or Affiliate Name Here) of the National Alliance for the Mentally Ill to include our name or logo on all the materials printed for the event consistent with our sponsorship selection below.

_____	Presenting Sponsor	\$10,000
_____	Major Sponsor	\$ 7,500
_____	Gold Sponsor	\$ 5,000
_____	Kick off Luncheon Sponsor	\$ 3,500
_____	Silver Sponsor	\$ 2,500
_____	Awards Reception Sponsor	\$ 1,500
_____	Bronze Sponsor	\$ 750
_____	Supporter	\$ 500
_____	Kilometer Sponsor	\$ 250

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

PHONE: _____ **FAX:** _____

E-MAIL: _____

_____ Our check is enclosed _____ Please invoice me

To insure that your company logo is included on the walker/sponsor brochures and posters, please return this form to the following address by (date). Once this form is received someone will contact you to regarding the artwork for the Walk materials.

(Insert contact information here)

Sample NAMIWALKS Sponsorship Request Letter

Date:

Name

Title

Company/organization

Address

City, State, Zip

Dear _____ :

I am writing to invite you to consider becoming a sponsor of the inaugural (or second or third) (insert geographical area of walk) **NAMIWalks For the Mind of America** walkathon benefiting NAMI _____, a state/affiliate of NAMI (National Alliance for the Mentally Ill), *the Nation's Voice on Mental Illness*.

The (insert distance) Walk will be held on (date) at (insert location). A fact sheet in the right-hand pocket of the enclosed folder will give you the particulars on our plans for the event.

The goal of the walk is to raise both money and awareness of the need for America to build a world-class treatment and recovery system for people with mental illness. The proceeds from the Walk will be used by NAMI in the following ways:

- To provide support to persons with serious brain disorders and to their families
- To educate families and consumers
- To advocate for nondiscriminatory and equitable federal, state, and private sector policies
- To advocate for improved opportunities for housing, rehabilitation and meaningful jobs
- To support research into the causes, systems and treatments of brain disorders
- To support public education programs designed to help eliminate the pervasive stigma surrounding severe mental illness

These efforts are important because millions of Americans, involving an estimated one in five families, are living with mental illness. (See enclosed fact sheet in the left-hand pocket of folder.) For example, of the approximately one million total hospital admissions in 1998, almost 262,000 (25.8%) were psychiatric admissions. Even more

startling is the fact that the total cost of mental health services in the US is now estimated to be over \$200 billion a year.

NAMI, *the Nation's Voice on Mental Illness*, is getting stronger every day. In fact, *Worth Magazine* recently ranked NAMI in its "Top 100 charities most likely to change the world." You can help NAMI change the world substantially for the better -- helping those in your community who are struggling mightily with major mental illness -- by sponsoring **NAMIWalks For the Mind of America**.

In addition, your company will receive extensive recognition for your support; recognition that will show your employees and everyone in the community that you are committed to backing the effort to improve the lives of people with mental illness. (The specific ways that our Walk sponsors will be recognized are outlined in the sponsorship information materials in the right-hand pocket of the enclosed folder.)

Thank you for your kind consideration of this request for your support. You will be contacted soon in follow up to this letter and to answer any questions that you might have about NAMI or **NAMIWalks For the Mind of America**. In the meantime, please feel free to contact me at (insert phone number) if you need any additional information before making your decision on this request.

Sincerely,

Name
Title

DRAFT NAMIWALKS THANK YOU LETTER

Date

Name
Address
City, State, Zip

Dear _____ :

I'm writing on behalf of NAMI (_____) to express our sincere appreciation for your generous donation of \$_____ as a sponsor of the inaugural (or 2nd or 3rd) (location) **NAMIWalks for the Mind of America.**

The Walk was held on (date) and thanks to the support the Walk received from friends like you, it was great success. Over (number) people participated in the Walk and an amazing \$(amount) was raised for NAMI's programs here in (location). These dollars will be used to fund a wide range of self-help, support, education, public awareness and advocacy programs for the mentally ill sponsored by NAMI (_____) and our affiliate organizations throughout the state.

The (_____) Walk was just one of over 50 Walks that were held around the country in 2005 as part of the NAMIWalks for the Mind of America Program. We are pleased to inform you these Walks were tremendously successful. Preliminary reports indicate over (#) people participated in them and that they raised approximately \$(____) million. Even more important is the fact that NAMIWalks generated a tremendous amount of publicity for NAMI and our mission of increasing the public's awareness of mental illness as a serious public health issue.

Thank you again for contributing so generously to our inaugural (or 2nd or 3rd) NAMIWalk. Your support not only helped to make the event a great success, it helped to establish an important new fundraising and awareness program that will help NAMI continue to focus national attention on the need for America to build a world-class treatment and recovery system for people with mental illness.

Sincerely,

XXXXXXXXXX
Title

Note: Please retain this letter as your official receipt for income tax purposes. Please be aware that no goods or services were provided you in return for your donation. Should you need it, please be aware that our tax-exempt number is _____.

