



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 at the Walk
- 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 at the Walk
- 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 at the Walk.
- 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 (www.nami.org), 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-shirts.
- Sponsor recognized at the pre-event Kickoff Luncheon and at the Walk.
- 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. 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 at the Walk.
- 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 displayed at the Walk

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 Phyllis Arends at 605-296-3219 (evenings), or the NAMI South Dakota office at 1-800-551-2531.