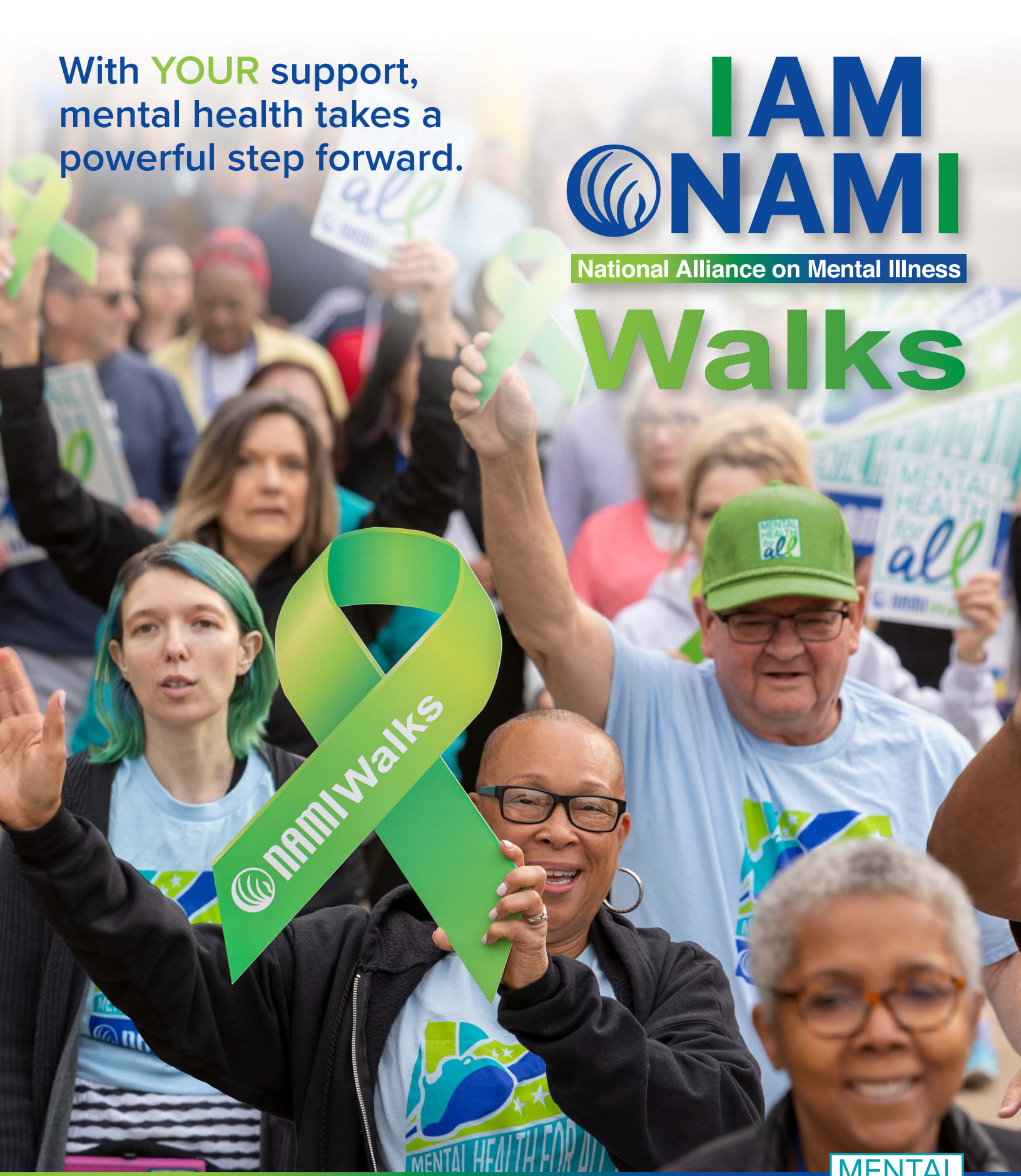
With YOUR support, mental health takes a powerful step forward.

I AM NAMI

National Alliance on Mental Illness

Walks



NAMIWalks Kern County
2024 SPONSORSHIP OPPORTUNITIES

MENTAL HEALTH for all

Our partners play a powerful part in NAMIWalks.

Mental health presents greater challenges and opportunities every year.

Your commitment makes a distinct difference in our local community and inside your organization — with your company culture and the pride your contributions inspire in each and every member of your team.

Mental Health for All includes giving our all — as sponsors, as participants, as donors. Thank you for everything you offer to our effort in 2024.

NAMIWalks Kern County

Saturday, Oct. 5

Bakersfield College

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

About us

Our award-winning NAMIWalks is the largest, most vibrant mental health event series in the country. It is presented by NAMI, the National Alliance on Mental Illness, known locally as NAMI Kern County.

Taking place in more than 130 locations, NAMIWalks invites participants to share their stories, build community and walk together to achieve Mental Health for All.

Funds raised directly support NAMI Kern County's mission of education, advocacy, support and public awareness. We are grateful to our partners for helping to make our goal of Mental Health for All possible.

Presenting Sponsor
$10,000

- “Presented by” naming rights with logo included on select customized materials
- Walk Day video, filmed by the sponsor, shared on social media
- Speaking opportunity at your local NAMIWalks, during your choice of Event day and/or “Kickoff” event
- One dedicated press release announcing sponsorship
- Opportunity for sponsor-provided giveaway items (quantity needed: 500)**
- Opportunity to provide company bio for Sponsorship page on local NAMIWalks website
- Logo on all scheduled participant electronic communications starting 80 days from event day (minimum of 20)
- Opportunity to display company provided banner at local NAMIWalks event(s) (must be approved by NAMI and be no larger than 4 x 6 feet)*
- Company name included in press releases
- Logo on local NAMIWalks poster*
- Logo recognition at Promotional Events*
- Premium exhibit space including table at your NAMIWalks event*
- Promotion on social media and/or in electronic newsletters pre and post event (6 posts)
- Large logo recognition on NAMIWalks participant T-shirts*
- Logo recognition on NAMIWalks event day signage*
- Logo and/or name recognition on local NAMIWalks website

Premier Sponsor
$8,000

- Opportunity for sponsor-provided promotional giveaway items (qty. needed: 500)**
- Opportunity to provide company bio for Sponsorship page on local NAMIWalks website
- Logo in all scheduled participant electronic communications starting 80 days from event day (minimum of 20)
- 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)*
- Company name included in press releases
- Logo on local NAMIWalks poster*
- Logo recognition at Promotional Events*
- Exhibit space including table at your NAMIWalks event*
- Promotion on social media and/or in electronic newsletters pre and post event (5 posts)
- Large logo recognition on NAMIWalks participant T-shirts*
- Logo recognition on NAMIWalks event day signage*
- Logo and/or name recognition on local NAMIWalks website

*Please note: some benefits subject to print deadlines.
**Promotional items must be received two weeks prior to event day to be included in gift bags

Gold Sponsor $5,000

- Logo on NAMIWalks poster*
- Logo recognition at Promotional Events*
- Exhibit space including table at local NAMIWalks event*
- Promotion on social media and/or in electronic newsletters pre and post event (4 posts)
- Medium logo recognition on NAMIWalks participant T-shirts*
- Logo recognition on NAMIWalks event day signage*
- Logo and/or name recognition on local NAMIWalks website

Silver Sponsor $2,500

- Exhibit space including table at local NAMIWalks event*
- Promotion on social media and/or in electronic newsletters pre and post event (3 posts)
- Small logo recognition on NAMIWalks participant T-shirts*
- Logo recognition on NAMIWalks event day signage*
- Logo and/or name recognition on local NAMIWalks website

Bronze Sponsor $1,000

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

Supporter Sponsor $500

- Exhibit space including table at local NAMIWalks event*
- Promotion on social media and/or in electronic newsletters pre and post event (1 post)
- Name recognition on NAMIWalks participant T-shirts*
- Name recognition on NAMIWalks signage*
- Name recognition on local NAMIWalks website
- Logo and/or name recognition on one NAMIWalks route sign*

*Please note: some benefits subject to print deadlines.

SPONSORSHIP TIERS OF IMPACT
at a glance

NAMIWalks is proud to help build better lives for people living in Kern County affected by mental health conditions. We are grateful to our partners for making this possible.

	Presenting $10,000	Premier $8,000	Gold $5,000	Silver $2,500	Bronze $1,000	Supporter $500
"Presented by" naming rights with logo included on select customized materials	●					
Walk Day video, filmed by the sponsor, shared on social media	●					
Speaking opportunity at local NAMIWalks event, during your choice of event day and/or local event kickoff meeting	●					
One dedicated electronic communication announcing sponsorship	●					
Opportunity for sponsor-provided promotional giveaway items (quantity needed: 500)	●	●				
Opportunity to provide company bio for Sponsorship page on local NAMIWalks website	●	●				
Logo on all scheduled participant electronic communications starting 80 days from the event date (minimum of 20)	●	●				
Opportunity to display company-provided banner	●	●				
Company name included in press releases	●	●				
Logo on NAMIWalks poster*	●	●	●			
Logo recognition at Promotional Events*	●	●	●			
Exhibit space at your NAMIWalks event	Table	Table	Table	Table	Table	Table
Promotion on social media and/or in newsletters, pre and post event	6	5	4	3	2	
Recognition on NAMIWalks participant T-shirts*	Large logo	Large logo	Medium logo	Small logo	Name	Name
Recognition on NAMIWalks event day signage*	Logo	Logo	Logo	Logo	Name	Name
Recognition on local NAMIWalks website	Logo	Logo	Logo	Logo	Name	Name
Logo and/ or name recognition on one NAMIWalks route sign*						●

*In order to be included on all print materials commitments must be made by August 15.

SPONSORSHIP COMMITMENT FORM

☒ Yes! We are proud to support the 2024 NAMIWalks Kern County 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.

☐ Presenting Sponsor	$10,000	☐ Silver Sponsor	$2,500
☐ Premier Sponsor	$8,000	☐ Bronze Sponsor	$1,000
☐ Gold Sponsor	$5,000	☐ Supporter Sponsor	$500

☐ Event Experience Sponsorship (Name) _____ $ _____

Company name: _____

Contact name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Website: _____

Email address: _____

☐ Check enclosed (please make payable to NAMI Kern County)
☐ Credit card payments accepted online at www.namiwalks.org/kerncounty
☐ Please send an invoice

☐ Yes, we plan to use our exhibit space on Walk Day (Bronze Sponsor and higher):
Walk Day contact name: _____
Walk Day contact email: _____

☐ No, we do not plan to use our exhibit space on Walk Day (Bronze Sponsor and higher).

☐ Yes, we would like to host a corporate team for NAMIWalks:
Team Captain name: _____
Team Captain email: _____

PLEASE MAIL SPONSORSHIP CHECKS TO:
NAMI Kern County
P.O. Box 9144, Bakersfield, CA 93389

PLEASE EMAIL SPONSORSHIP LOGO TO:
Sharon Woolfolk
sharon@namikerncounty,org

NAMI Kern County
661-331-6137 • www.namiwalks.org/kerncounty
namikern@yahoo.com • Tax ID # 77-0289372
To learn more about NAMIWalks, visit www.namiwalks.org.

NAMIWalks

MENTAL HEALTH for all

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.