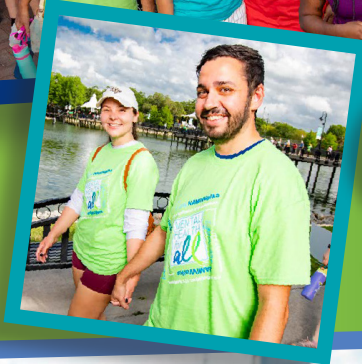




# nAMI Walks

North Texas



# I am NAMI Walks

## 2025 SPONSORSHIP OPPORTUNITIES



# Hope has a partner — and it's You!

NAMIWalks continues to reach new heights and celebrate record-breaking seasons and much of that is due to the generous contributions of our sponsors.

Your commitment makes a powerful difference within our mental health community, as it emphasizes that none of us are ever alone, and all of us are in this together. “Mental Health for All” is our vision and mantra and nobody wears that badge of honor more proudly than our sponsors!

We are delighted to see that 2025 finds your company uniting proudly to fight stigma, support NAMI’s programs and culture of guidance, and bring newfound awareness to the resources available to everyone who needs our help.

## Join Us!

**NAMIWalks North Texas**  
**Saturday, May 17 at 8AM**  
**Grandscape - The Colony,**



## About Us

NAMIWalks is NAMI’s oldest signature fundraiser and it enters 2025 as one of the nation’s Top 30 Peer-to-Peer events for the fourth straight year, after raising an unprecedented \$14.7 million and registering a program high 8,085 teams. Over 160 community Walks are presented by NAMI State Organizations and NAMI Affiliates from coast to coast. United by our unique experiences, journeys and stories, NAMIWalks is a beautiful celebration of each of us - individuals with mental illness, their family, their loved ones, their community.

Funds raised directly support NAMI North Texas’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.

**NAMIWalks North Texas | 2025 Sponsorship Opportunities**

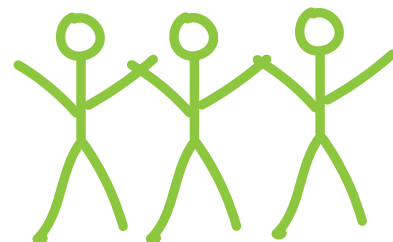
**THREE**  
**pillars to**  
**support**  
**ONE goal:**



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

# NAMIWalks North Texas

Our 2024 Walk brought together more than 800 North Texans at Riders Field, all with the goal of Mental Health for All. Thanks to their incredible support and the generosity of sponsors like you, we were able to raise over \$125,000 to support our mission of providing no-cost mental health services to all North Texans.

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\$125,000



**800+**  
Walkers



**101**  
Teams



**1262**  
Participants

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NAMI North Texas provides education, support, advocacy, and public awareness to improve the lives of people living with mental health conditions and their family members. Our education classes and support groups are led by peers who have experience caring for loved ones living with a mental health condition, or are living life with their own mental health condition. These trained peers understand and offer support, encouragement, and connection without judgment.

NAMI North Texas also provides an array of specialized programs, including youth programs, first responder initiatives, Mental Health 101 workshops, Mental Health in the Workplace seminars, increased offerings in Spanish, and various other services.

We envision a stigma-free, supportive community where recovery is achievable and mental health services are accessible by all.

# Presenting Sponsor \$15,000

- “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 event, during your choice of ceremony and/or local event kickoff meeting
- One dedicated press release announcing sponsorship
- Opportunity for sponsor-provided promotional giveaway in gift bags (quantity needed: 750)\*\*
- 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)
- Name included in press releases
- Logo on NAMIWalks poster\*
- Logo recognition at Cultivation 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 recognition on local NAMIWalks website



# Premier Sponsor \$10,000

- Opportunity for sponsor-provided promotional giveaway in gift bags (qty. needed: 750)\*\*
- 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)
- Name included in press releases
- Logo on NAMIWalks poster\*
- Logo recognition at Cultivation 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 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 Cultivation Events\*
- Exhibit space including table at your 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 recognition on local NAMIWalks website

**Silver  
Sponsor  
\$2,500**

- Exhibit space including table at your 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 recognition on local NAMIWalks website

**Bronze  
Sponsor  
\$1,000**

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



\*Please note: some benefits subject to print deadlines.

## Supporter Sponsor \$500

- Exhibit space including table at your 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 event day signage\*
- Name recognition on local NAMIWalks website

## Nonprofit Sponsor \$250

Please note: This option is for nonprofit organizations only.

- Exhibit space including table at your NAMIWalks event
- Promotion on social media and/or in electronic newsletters pre and post event (1 post)
- Name recognition on local NAMIWalks website

## Experience Sponsorships

Kick Off Sponsor - \$2500+ (2 Available)

- “Presented by” naming rights for NAMIWalks Kick Off event
- Exclusive logo signage as Kick Off Sponsor
- Logo included on Kick Off event materials
- Exhibit space and speaking opportunity at Kick Off event

+All experience sponsorships include the following:

- Exhibit space including table at your 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 event day signage\*
- Name recognition on local NAMIWalks website

\*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 North Texas affected by mental health conditions. We are grateful to our partners for making this possible.

	Presenting \$15,000	Premier \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Supporter \$500	Nonprofit \$250
“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 event, during your choice of ceremony and/or local event kickoff meeting	•						
One dedicated electronic communication announcing sponsorship	•						
Opportunity for sponsor-provided promotional giveaway in gift bags (quantity needed: 750)**	•	•					
Opportunity to provide company bio for Sponsorship page on local NAMIWalks website	•	•					
Logo in all scheduled participant electronic communications starting 80 days from the event date (minimum of 20)	•	•					
Name included in press releases	•	•					
Logo on NAMIWalks poster*	•	•	•				
Logo recognition at Cultivation Events	•	•	•				
Recognition on NAMIWalks event day signage*	Logo	Logo	Logo	Logo	Logo	Name	
Recognition on NAMIWalks participant T-shirts*	Large logo	Large logo	Medium logo	Small logo	Name	Name	
Promotion on social media and/or in newsletters, pre and post event	6	5	4	3	2	1	1
Exhibit space at your NAMIWalks event	Table	Table	Table	Table	Table	Table	Table
Recognition on local NAMIWalks website	Logo	Logo	Logo	Logo	Name	Name	Name

\*In order to be included on all print materials commitments must be made by April 11

\*\*Promotional items must be received two weeks prior to event day to be included in gift bags

# SPONSORSHIP COMMITMENT FORM

✓ Yes! We are proud to support the 2025 NAMIWalks North Texas 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.

- |                          |                    |          |                          |                   |         |
|--------------------------|--------------------|----------|--------------------------|-------------------|---------|
| <input type="checkbox"/> | Presenting Sponsor | \$15,000 | <input type="checkbox"/> | Silver Sponsor    | \$2,500 |
| <input type="checkbox"/> | Premier Sponsor    | \$10,000 | <input type="checkbox"/> | Bronze Sponsor    | \$1,000 |
| <input type="checkbox"/> | Gold Sponsor       | \$5,000  | <input type="checkbox"/> | Supporter Sponsor | \$500   |
|                          |                    |          | <input type="checkbox"/> | Nonprofit Sponsor | \$250   |

Event Experience Sponsorship (Name) \_\_\_\_\_ \$ \_\_\_\_\_

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Email address: \_\_\_\_\_

- Check enclosed (please make payable to NAMI North Texas)  
 Credit card payments accepted online at [www.namiwalks.org/northtexas](http://www.namiwalks.org/northtexas)

Please send an invoice

- .....  
 Yes, we plan to use our exhibit space on Walk Day:

Walk Day contact name: \_\_\_\_\_

Walk Day contact email: \_\_\_\_\_

- No, we do not plan to use our exhibit space on Walk Day.  
.....

## PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI North Texas  
2812 Swiss Avenue, Dallas, TX 75204

## PLEASE EMAIL SPONSORSHIP LOGO TO:

Marisa Alonso  
[marisa@naminorthtexas.org](mailto:marisa@naminorthtexas.org)

## NAMI North Texas

214-341-7133 • [www.namiwalks.org/northtexas](http://www.namiwalks.org/northtexas)  
[marisa@naminorthtexas.org](mailto:marisa@naminorthtexas.org) • Tax ID # 75-1875023

To learn more about NAMIWalks, visit [www.namiwalks.org](http://www.namiwalks.org).



**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.