



MENTAL HEALTH  
STREETFEST



**nami** Walks

The Nation's Largest Mental Health Event

*NYC*

**PARTNERSHIP OPPORTUNITIES**



Mental health is **the** signature issue of our time.  
What we as a unified community do now will impact  
business and society for generations to come.

**Find Help, Find Hope.**

**1 in 5**

American adults  
experience a mental  
illness each year

**1 in 3**

are currently  
experiencing anxiety  
or depression

**31%**

of US adults  
experience an  
anxiety disorder

**50%**

adults with a mental  
illness do not receive  
treatment

**35%**

of US adults with a major  
depressive episode in 2017  
didn't receive treatment

**50M+**

of US adults  
live with a  
mental illness



Figure from the National Institute of Mental Health and the Anxiety and Depression Association of America



# Our Mission

NAMI-NYC helps families and individuals affected by mental illness build better lives through education, support, and advocacy.

## Our Values

### Accessibility

Our services are free of charge and easy to access for anyone who needs them.

### Empathy

Our staff and volunteers genuinely care and make an effort to understand without judgment.

### Inclusivity

We welcome and embrace people of all cultures and identities.

### Community

We create community and are committed and connected to the diversity of NYC.

### Lived Experience

As individuals and family members impacted by mental illness, we understand your experience because we have been there.



# NAMIWalks NYC

## Mental Health Street Fest

NAMIWalks NYC is the nation's largest mental health event. Held annually in May during Mental Health Awareness Month, it brings together thousands of supporters to:

**Celebrate Recovery from  
Mental Illness**

**Raise Funds to Support  
the Community**

**Promote Awareness +  
Foster Discussion**

Since 2007, NAMIWalks NYC has inspired the community, bringing together corporations, organizations, families, and individuals, providing a catalyst for profound change.





**Click** on the  
YouTube icon to see  
**NAMIWalks NYC**  
and our  
**Mental Health  
Street Fest**  
in action >  **YouTube**



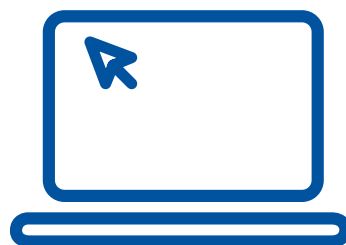
# NAMIWalks NYC

## 2022 Insights at a Glance



**5,500**

Active Participants



**9,000**

Monthly Website Hits



**26,000**

Email Reach



**23**

Engagement Activities During the Walk



**19,000**

Social Followers





# **We hear stories every day from people who benefit from your sponsorship. You have the power to change lives!**

“I’ve been participating in NAMIWalks for over 10 years. I look forward to it every year. The event is a reminder that we’re not alone—and that mental health impacts everyone directly or indirectly. Some people are struggling with their own challenges or it may be their loved ones or professionals, sometimes all of the above. Without NAMI-NYC, I don’t know how people would get help and support for mental health.”

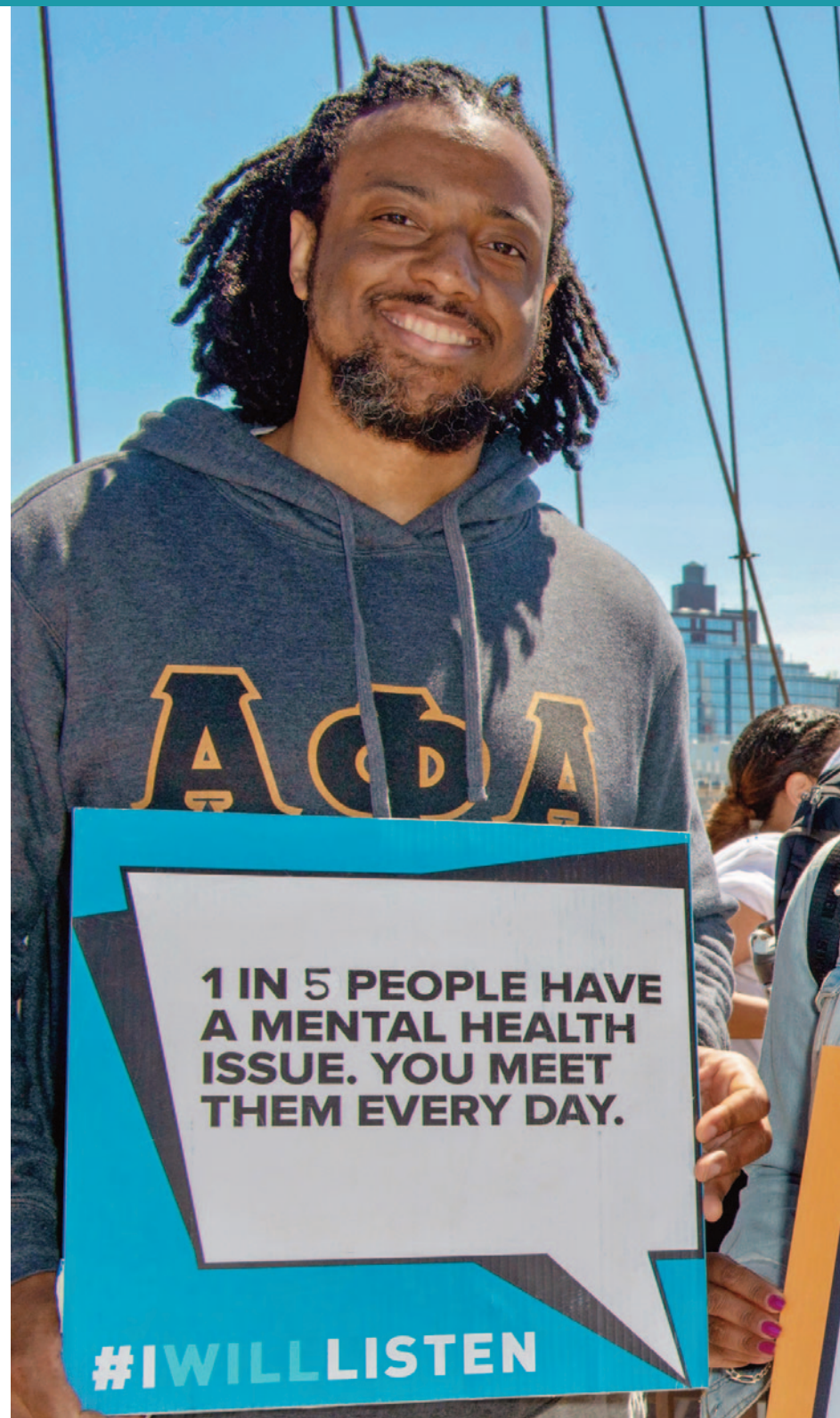
— **Talib H., Walk participant**

“There’s no health without mental health and we’re so glad to put that into practice as a sponsor of NAMIWalks NYC. At Publicis Health, we hosted a talent show to fundraise and support NAMI-NYC’s free services and programs. We get to know each other better, support a good cause, and feel a larger sense of community.”

— **Sam, Publicis Health**



Talib H.  
Walk participant



# Connecting with the Community

## Join us for a Mental Health Street Fest

What is more quintessentially “New York City” than a street fest? Last year, we relaunched our in-person NAMIWalks NYC with our inaugural Mental Health Street Fest.

On Sunday, May 21, 2023, NAMI-NYC will bring the community together for an exciting and engaging new event that will shine a light on our collective mental health needs, bring awareness to and advocate

for open discussions, and raise funds for NAMI-NYC’s free-of-charge programming for families and individuals.

NAMIWalks NYC Mental Health Street Fest encourages people to share their stories, enables them to find hope for recovery, and provides opportunities to build community through engaging programs, events, and activations.

Our communications and engagement campaign begins in February, providing an opportunity to connect with our community over the season and on event day itself.

As a brand partner with NAMIWalks NYC, you will connect with the NAMI-NYC community through social shares, event lead-up activities, and community-building brand opportunities.





# NAMIWalks NYC

**Mental Health Street Fest** offers numerous ways to showcase your brand and partnership with event day activities, installations, and activation stations.

## MENTAL HEALTH STREET FEST





# Sponsor Activation Opportunities

## Mission Moment/Opening Ceremony Sponsor

**\$100,000 (Exclusive)**

Exclusive sponsorship of our count-down to the start of the walk. Your logo will be featured on fans distributed to 5,000+ walkers and used as part of the walk count-down choreography.

**Includes high visibility branding on: Fans, stage screens during Opening Ceremony, Sponsor call-out from stage, logo on photo of fan choreography. Logo on participant bibs.**

## Walk Warm Up Sponsor

**\$50,000 (Exclusive)**

Excite and engage participants by sponsoring the Pre-Walk Warm Up. Activities include light dance-oriented warm up, "crowd beach volleyball."

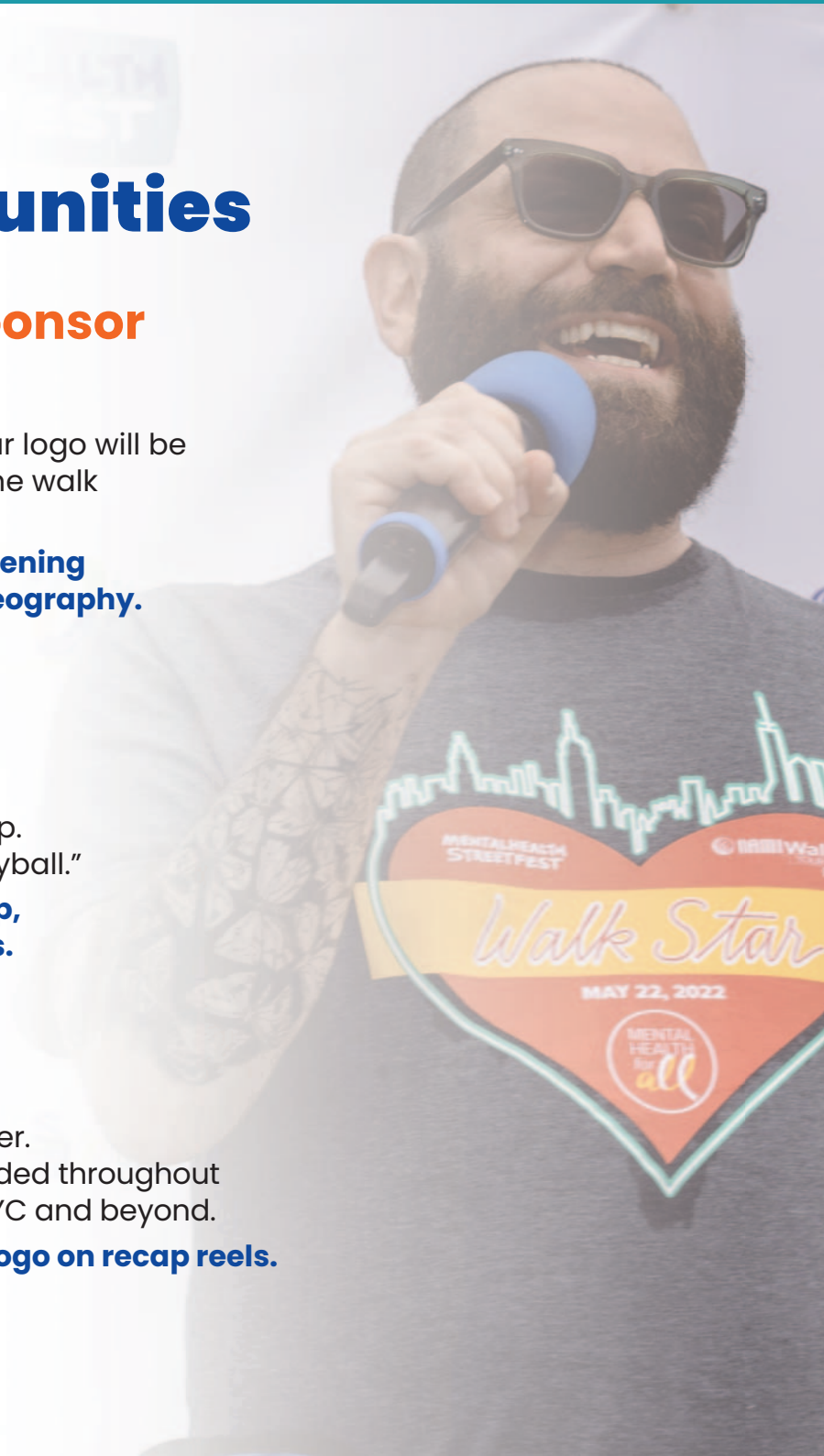
**Includes high visibility branding on: Stage screens during Warm Up, Sponsor call-out from stage, ability to brand inflatable beach balls.**

## Video Stream Partner

**Begins at \$30,000 (Exclusive)**

Commemorate NAMIWalks NYC Street Fest as our video stream partner. Opening ceremony and event activations will be streamed and recorded throughout the day and provided after as a recap reel for event participants in NYC and beyond.

**Includes high visibility branding on video stream and watermark logo on recap reels.**





# Brand Activation Installation Stations

Begin at \$25,000

Highlight your brand at our Installation Stations at the Seaport and along the NAMIWalks NYC Street Fest Route. Installation opportunities include:

## Live-Painted Postcard Graffiti Mural (2 available)

Event participants will watch artist Jason Naylor paint a mural of postcards. As the postcards are removed by participants, the installation with a message of togetherness and unity will be revealed underneath.

**Includes high visibility branding on: Graffiti Mural, live-painted postcards that participants are able to take home or mail with a message of support to a loved one, ability to include QR code to your website or social media link on materials.**

## Interactive Affirmation Station Mural (2 available)

Event participants will create their own affirmation to celebrate NAMIWalks NYC Street Fest on an interactive mural spreading self-acceptance, positivity, and hope.

**Includes high visibility branding on: Affirmation Mural, ability to include QR code to your website or social media link on materials.**

## Social Media Share Sponsor (2 available)

Show your support of mental health in real life and cross platform by sponsoring a Social Media Share photo or GIF booth. Photobooth stations offer participants the opportunity to print their photo and share to social media.

**Includes branding on: Printed and digital photos (watermark), ability to include QR code to your website or social media link on printed photos, digital photos may include social media handle. GIF and standard photobooth opportunities are available.**

Custom Activations also available. Contact **Sarah Sheahan** to discuss opportunities and availability.



# Fair and Engagement Station Opportunities

## Water Station Sponsor

**\$25,000 (2 available)**

Keep participants hydrated at our eco-friendly water stations. Water Stations allow guests to refill their own bottles, get a new reusable bottle, or use a paper cup.

**Includes high visibility branding on: Water Station, ability to gift branded refillable bottles, QR code to your website or social media handle on site. Sampling opportunities also available.**

## Snack Station Sponsor

**\$25,000 (2 available)**

Refuel participants during NAMIWalks NYC Street Fest.

**Includes high visibility branding on: Snack Station, QR code to your website or social media handle on site. Sampling opportunities are also available.**

## Tribute Zone Sponsor

**\$20,000**

Give a voice to the mental health community by sponsoring our Tribute Zone. Participants will be able to record their story or a message of hope and recovery, and watch other uplifting stories highlighting how NAMI-NYC Builds Better Lives.

**Includes high visibility branding on: Tribute Zone area, QR code to your website or social media handle on site. Ability to engage attendees, provide branded giveaways.**





# Fair and Engagement Station Opportunities

## Walk Star VIP Station

**\$15,000**

Host our top fundraising participants at the VIP Check-In and Celebration Tent. Walk Stars receive additional benefits including a Gift Bag with Custom Commemorative T-shirt, and goodies.

**Includes branding on: Walk Star Station, Walk Star T-shirts, QR code to your website or social media handle on site. Ability to provide branded giveaways.**

## Mind and Body Zone Sponsor

**\$15,000**

Host the Mind and Body Zone where participants will be able to connect with their physical and emotional wellbeing. Activities to include: Fitness Classes, Yoga, Chair Massage, Meditation/Mindfulness, Creative Arts, and more.

**Includes high visibility branding on: Zone area, QR code to your website or social media handle on site. Ability to host activity sessions.**

## Digital Health and Wellness Zone Sponsor

**\$15,000**

Host the Digital Health and Wellness Zone where participants will be able to connect with digital mental health and wellbeing brands.

**Includes high visibility branding on: Zone area, QR code to your website or social media handle on site. Ability to host activity sessions.**



# Fair and Engagement Station Opportunities

## Charging Zone Sponsor Begins at \$10,000

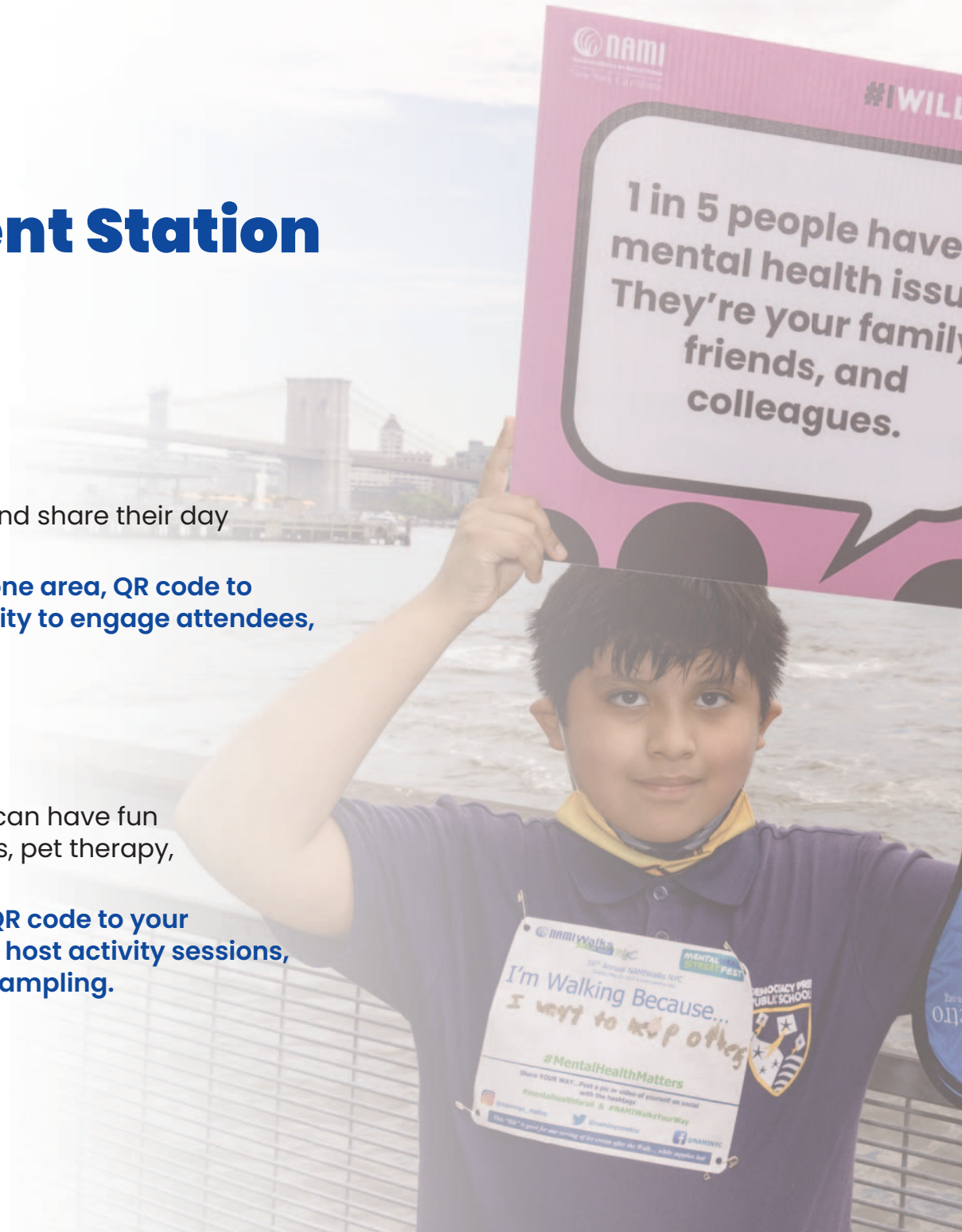
Ensure participants are able to stay connected and share their day by sponsoring the Phone Charging station.

**Includes high visibility branding on: Charging Zone area, QR code to your website or social media handle on site. Ability to engage attendees, provide branded giveaways.**

## Kids and Pets Zone Sponsor Begins at \$10,000

Host this family friendly area where participants can have fun with activities such as face painting, game rooms, pet therapy, and areas to refuel your 4-legged friends.

**Includes high visibility branding on: Zone area, QR code to your website or social media handle on site. Ability to host activity sessions, provide branded giveaways, pet or kid friendly sampling.**





# Additional Sponsorship Opportunities

## Check-In Sponsor

**\$10,000**

Includes high visibility branding at participant Check-In area and site entrance, QR code to your website or social media handle on site. Ability to have an exhibition table, engage attendees, provide branded giveaways.

## Exhibition Zone Attendee

**\$5,000**

Includes covered exhibition zone space, branding in exhibition area. Ability to engage attendees, provide branded giveaways, sell merchandise with profit share.

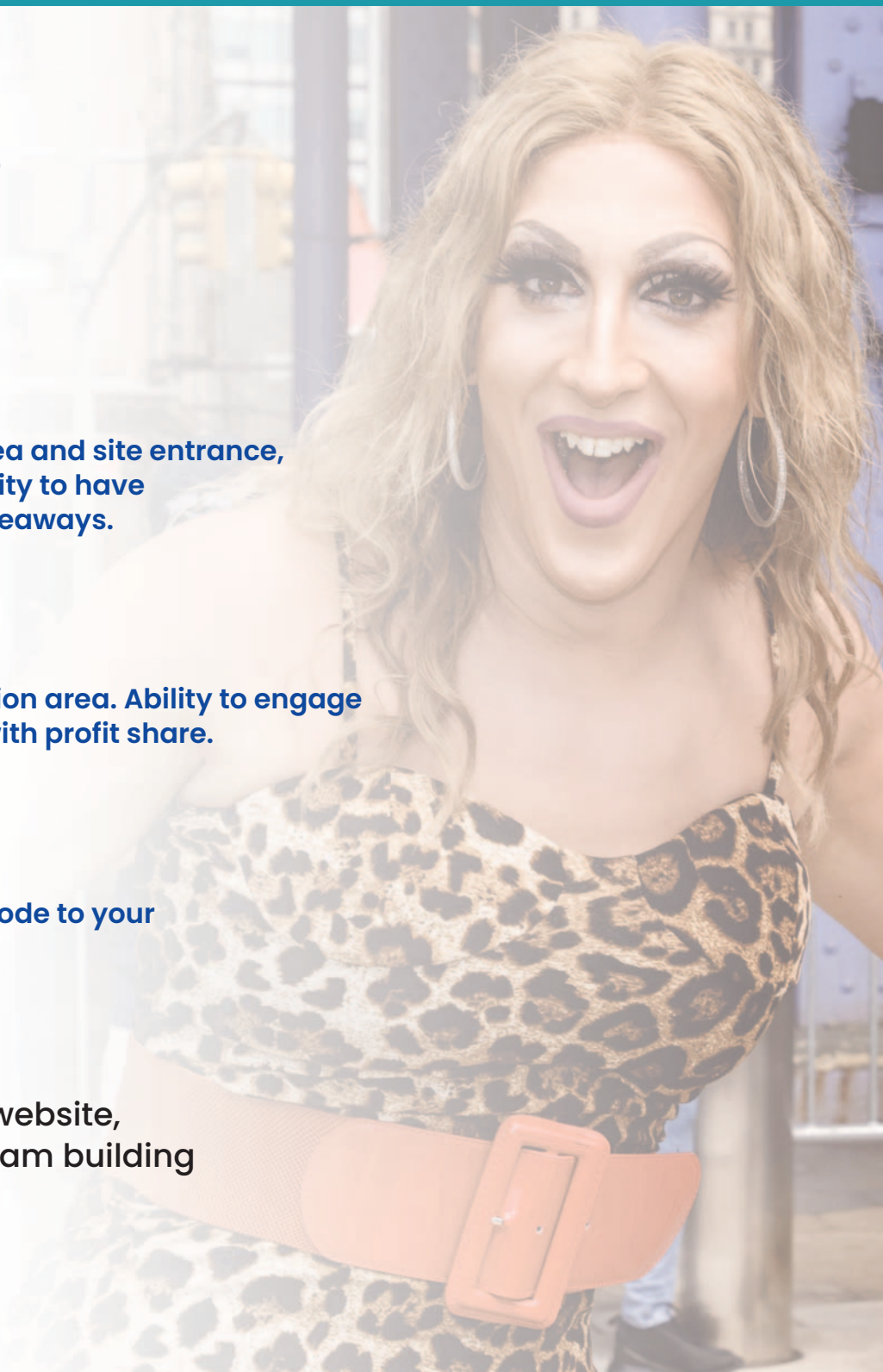
## Route Marker

**\$2,500**

Includes branding along the street fest route, logo and QR code to your website or social media handle.

### ALL SPONSORSHIP INCLUDES:

Branding and logos on official participant t-shirts, website, campaign emails; social media posts, corporate team building and rally sessions for employees.



# Your Support Changes Lives

We touched the lives of nearly **30,000** New Yorkers last year. We had a **52%** increase in participants for our **30** support groups and a **184%** increase

in public education event attendees from **49** states and DC as well as **33** countries.

We are adding staff to help meet the mental health needs of NYC and provide culturally responsive programs, including a **Helpline** in **English, Spanish,** and **180** languages.





917-388-2414