Our mission is to help families and individuals affected by mental illness build better lives through education, support, and advocacy. We are the National Alliance on Mental Illness of New York City (NAMI-NYC).
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.
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. Find NAMI-NYC.

**1 in 5**
American adults experience a mental illness each year

**1 in 3**
adults are currently experiencing anxiety or depression

**31%**
of US adults experience an anxiety disorder

**50%**
of US adults with a mental illness do not receive treatment

**35%**
of US adults with a major depressive episode in 2022 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
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.
NAMIWalks NYC
2023 Insights at a Glance

- **Active Participants**: 6,500
- **Monthly Website Hits**: 10,000
- **Email Reach**: 20,000
- **Social Followers**: 21,000
Our Sponsors

When you sponsor NAMIWalks NYC + Mental Health Street Fest, companies have the opportunity to give funding, in-kind support, and engage employee volunteers.
Premier Opening Ceremony Sponsor
$100,000
Exclusive sponsorship of our count-down to the start of the walk. Your logo will be featured on stage screens during the Opening Ceremony, Sponsor call-out from stage, opportunity to help cut the ribbon, and an item with your logo on it that is distributed to 5,000+ walkers.

Also includes: an exhibit table at our street fest, branding and logos on official participant t-shirts, website, campaign emails, signage, 5 social media posts, and corporate team building and rally session for employees.

Video Stream Partner
$50,000
Commemorate NAMIWalks NYC + Mental Health Street Fest as our video stream partner. Stream your video content to 5,000+ walkers during opening ceremony and have your logo and branding be featured in our recap reel for post event which is used throughout the year to promote the following year’s NAMIWalks NYC.

Also includes: an exhibit table at our street fest, branding and logos on official participant t-shirts, website, campaign emails, signage, 3 social media posts, and corporate team building and rally session for employees.

Mural Champion
$50,000
Event participants will get to watch local NYC artists paint, interact, and take pictures with two different mural designs that combine both NAMI-NYC’s mission and your logo/branding.

Also includes: an exhibit table at our street fest, branding and logos on official participant t-shirts, website, campaign emails, signage, 3 social media posts, and corporate team building and rally session for employees.
Highlight your brand at our Installation Stations at the Seaport and along the NAMIWalks NYC Street Fest Route. Installation opportunities include:

**Social Media Activation Sponsor**

$25,000

Show your support of mental health in real life and across platforms by sponsoring a Social Media Share or GIF booth. Photobooth stations offer participants the opportunity to share to their social media with your logo and branding included directly on the photo.

*Also includes:* an exhibit table at our street fest, branding and logos on official participant t-shirts, website, campaign emails, signage, and 1 social media post.

**Hydration Station Sponsor**

$25,000

Keep participants hydrated along the walk route at our eco-friendly water stations. Water Stations allow guests to pick up a water bottle with your logo/branding directly on it.

*Also includes:* an exhibit table at our street fest, branding and logos on official participant t-shirts, website, campaign emails, signage, and 1 social media post.

**Snack Shack Sponsor**

$25,000

Refuel participants during NAMIWalks NYC + Mental Health Street Fest. Provide your own sampling or sponsor granola bars, popcorn, and more to keep our 5,000+ walkers energized and feeling good on walk day.

*Also includes:* an exhibit table at our street fest, branding and logos on official participant t-shirts, website, campaign emails, signage, and 1 social media post.

Custom activations also available. Contact Kate Steele to discuss opportunities and availability.
Walk Star/VIP Sponsor
$25,000
Host our top fundraising participants at the VIP tent, where you get access to all our top fundraisers. Our top walkers come here to connect, graze on snacks and coffee, and pick up their gift bag with a custom commemorative t-shirt and goodies which can include your logo/branding, and any other items you would like to give them.
Also includes: an exhibit table at our street fest, branding and logos on official participant t-shirts, website, campaign emails, signage, and 1 social media post.

Kids Zone Sponsor
$15,000
Host this large family friendly area where participants can have fun with activities such as face painting, balloon animals, coloring, and more.
Also includes: an exhibit table at our street fest, branding and logos on official participant t-shirts, website, campaign emails, signage, and 1 social media post.

Pets Zone Sponsor
$15,000
Host this 4-legged friends' area where participants can participate in pet therapy, adopt new furry friends, and can pick up your logo/branded bandana and refuel their own 4-legged friends who join them on walk day.
Also includes: an exhibit table at our street fest, branding and logos on official participant t-shirts, website, campaign emails, signage, and 1 social media post.
Charging Zone Sponsor  
$10,000  
Ensure participants are able to stay connected and share their day by sponsoring the Phone Charging station which includes your logo/branding directly on it.  
Also includes: an exhibit table at our street fest, branding and logos on official participant t-shirts, website, campaign emails, signage, and 1 social media post.

Check In Sponsor  
$10,000  
Ensure every participant sees your brand while standing in line! Includes high visibility branding at participant check-in area and site entrance.  
Also includes: an exhibit table at our street fest, branding and logos on official participant t-shirts, website, campaign emails, signage, and 1 social media post.

Workplace Mental Health Sponsor  
$10,000  
Sponsor NAMI-NYC’s Workplace Mental Health Booth. Have your logo/branding be front facing with HR professionals, employees and ERGs.  
Also includes: an exhibit table at our street fest, branding and logos on official participant t-shirts, website, campaign emails, signage, and 1 social media post.
NAMI-NYC Booth Sponsor
$10,000
Have your logo be front facing to all our 5,000+ walkers who visit the NAMI-NYC Programs tent to learn more about what NAMI-NYC offers or the NAMI-NYC store where participants can purchase NAMI-NYC swag. Opportunity to sell LTO co-branded swag items.
Also includes: an exhibit table at our street fest, branding and logos on official participant t-shirts, website, campaign emails, signage, and 1 social media post.

Exhibition Zone Attendee
$5,000
Table at the Mental Health Street Fest and have the ability to engage attendees, provide branded giveaways, and sell merchandise with profit share.
Also includes: branding and logos on official participant t-shirts, website, campaign emails, signage, and 1 social media repost.

Route Marker
$2,500
Your logo will be featured along the street fest route with a QR code to your website or social media handle.
Also includes: branding and logos on official participant t-shirts, website, campaign emails, signage, and 1 interaction with a partner social media post.
Thank You!

Kate Steele, Director of Development
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