





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.





1 in 5

American adults experience a mental illness each year

50%

of US adults with a mental illness do not receive treatment 1 in 3

adults are currently experiencing anxiety or depression

35%

of US adults with a major depressive episode in 2022 didn't receive treatment 31%

of US adults experience an anxiety disorder

50M+

of US adults
live with a
mental illness



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











Our Sponsors































































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 I social media post.

Hydration Station Sponsor

\$25,000

Keep participants hydrated along the walk route at our eco-friendly water stations. Water Stations allow quests 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 I 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 I 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 I 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 I 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 I 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 I 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 I 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 I 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 I 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 I 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 I interaction with a partner social media post.



