



**nami** Walks

+

NYC

**MENTAL HEALTH  
STREET FEST**

**PARTNERSHIP  
OPPORTUNITIES**



**TODAY, I FEEL**







## **Our Vision**

NAMI-NYC envisions a world where all people affected by mental illness live healthy, fulfilling lives supported by a community that cares.

## **Our Mission**

Guided by lived experience and evidence-based practices, NAMI-NYC helps people affected by mental illness and their loved ones build better lives through education, support and advocacy.







# Our Values

## Embracing Lived Experience

As individuals and family members impacted by mental illness, our Board, staff, and volunteers know the experience of participants because we have been there.

## Ensuring Accessibility

Our services are free of charge for individuals and available both in-person and virtually.

## Fostering Equity and Inclusion

We develop culturally appropriate, multilingual programming to reach underserved populations.

## Supporting Recovery and Well-Being

We believe people who live with mental illness can have full, rich, and rewarding lives.

## Leading Innovation

We support excellence and a collaborative approach to identifying and addressing unmet needs as they emerge in our community.

## Promoting Education

We believe in reducing stigma around mental illness through education, awareness, and sharing our stories to help normalize conversations and promote recovery.

## Advancing Family Support

We believe in the power of supporting families and friends of individuals living with mental illness and, in turn, the impact of family support on individuals, families, communities, and the mental health system.





# Find Help. Find Hope. Find NAMI-NYC.

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

**1 in 5**

American adults experience a mental illness each year

**1 in 3**

adults experience anxiety

**28 million**

adults with mental illness don't receive care

**50%**

teens have had a mental health diagnosis and 60% didn't receive care

**2nd**

leading cause of death for young people is suicide

**12.3 million**

adults seriously thought about suicide





# 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.





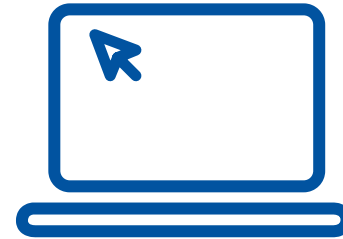
# NAMIWalks NYC

## 2024 Insights at a Glance



**6,500**

Active Participants



**10,000**

Monthly Website Hits



**20,000**

Email Reach



**21,000**

Social Followers





# Our Sponsors

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You Deserve Brave Science®



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MIZUHO



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NewYork-Presbyterian



United Healthcare  
Community Plan



Kramer Levin



Santander

Phoenix House  
NEW YORK

AMC  
SINCE 1910  
Schwarzman  
Animal Medical Center  
Usdan Institute for  
Animal Health Education

Wegmans

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.

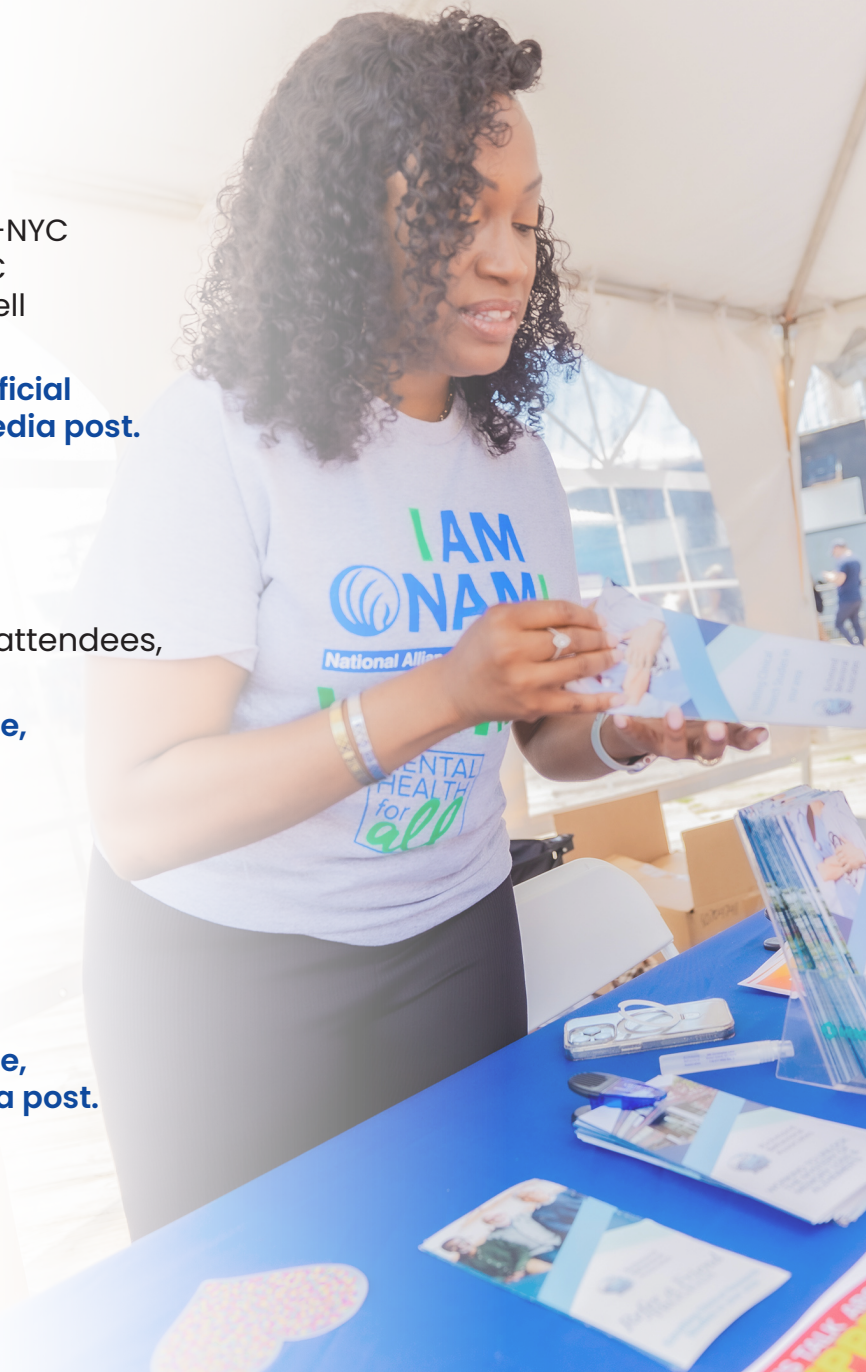
**Also includes:** branding and logos on official participant t-shirts, website, campaign emails, signage, and 1 social media repost.

## 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  
[ksteele@naminyc.org](mailto:ksteele@naminyc.org)

**212-417-0969**

