

NAMIWalks

NAMIWalks—Changing Minds...One Step at a Time is a nationwide event being held in 83 communities around the country in 2011. It is the largest anti-stigma effort in Los Angeles County and America. It raises public awareness about mental illness and allows individuals with mental illness and their families and friends, as well as the larger community, to gather for this special day. This event hosts hundreds of teams from all over the county and features a program of local celebrities and dignitaries to kick off the event. The walk features information booths and prominent recognition of media, business and health care sponsors.

About NAMI Los Angeles County

NAMI is the National Alliance on Mental Illness, the nation's largest grassroots mental health organization dedicated to improving the lives of individuals and families affected by mental illness. NAMI has over 1,100 affiliates in communities across the country who engage in advocacy, research, support and education. Members of NAMI are families, friends and people living with mental illnesses such as major depression, schizophrenia, bipolar disorder, obsessive-compulsive disorder (OCD), panic disorder, post-traumatic stress disorder (PTSD) and borderline personality disorder.

NAMI Los Angeles County is a 501 (c)(3), FIN # 95-4049720 grassroots mental health organization. With more than 12 affiliates providing families and individuals with free programs that educate support and advocate for improved mental health services in Los Angeles County and the state of California.

Mission and Goals

NAMI Los Angeles County champions justice, dignity and respect for all people affected by mental illness. Through education, support and advocacy, we strive to eliminate the pervasive stigma of mental illness, effect positive changes in the mental health system and increase public and professional understanding of mental illness.

NAMI Services

NAMI Los Angeles County fulfills its mission through NAMI Signature Programs

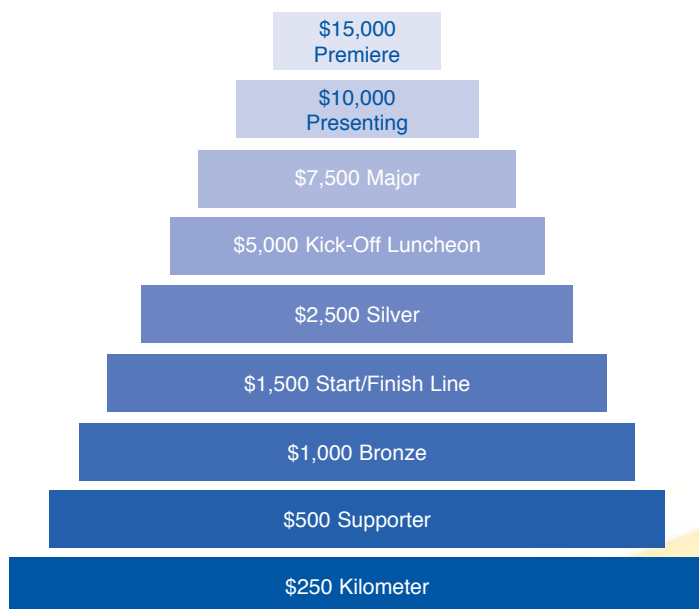
- Awareness
“**In Our Own Voice**” is a unique public education presentation that offers insight into the hope and recovery possible for people living with mental illness.
- Education
Family to Family a free 12 week course for families, partners and friends of individuals with serious mental illness.
De Famila a Famila a free 12 week course in Spanish for families, partners and friends of individuals with a serious mental illness
NAMI Basics a free six week course developed specifically for parents and caregivers of children and adolescents who have been diagnosed or are experiencing symptoms and not yet diagnosed.
NAMI Peer to Peer is a free 10 week peer led recovery education course open to anyone with a serious mental illness.
NAMI Education Events each affiliate offers a variety of events during the year that provide additional information about mental illness. “Ask the Doctor” sessions, panel discussions and special Speaker Evenings are available.
- Support
NAMI Family Support Group is a free meeting of caregivers to those with a mental illness. Here they can speak frankly about their challenges and help one another through learned wisdom.
NAMI Connections is a free recovery support group for people living with mental illness where people learn from one another's experiences, share coping strategies, offer mutual encouragement and understanding.
- Advocacy
NAMIWalks Los Angeles County is the largest mental health advocacy event in Los Angeles County, in 2011 we will celebrate our 8th. walk as part of the “Campaign for the Brain”



Sponsorship Opportunities for the NAMIWalks—Changing Minds...One Step at a Time Event

Sponsorship levels and benefits:

NAMI
is seeking sponsors to support



Premiere Sponsor

- Prominent listing on the front cover of all Walk brochures and event posters
- Prominent recognition in pre- and post-event mailings to NAMI Los Angeles County supporters
- Logo displayed at the Kick-off Lunch event
- Recognition given to sponsors as listed below

Presenting, Major and Kick-Off Luncheon Sponsors

- Listed prominently on all Walk brochures and event posters
- Name and logo printed prominently on the Walk t-shirts
- Included in all the press releases produced for the event
- Recognition at the Kick-off Lunch event and post-event Awards Reception

Reception for Team Captains and Volunteers

- Corporate banner prominently displayed at the start-end point of the Walk
- Information booth/tent at the Walk and the opportunity to develop promotional campaigns tied into the event
- Name or logo prominently displayed on the Walk Web site

Kick-Off Lunch Sponsor

- Prominent recognition as the presenting sponsor of the Kick-off Lunch event on the event invitation, on the Walk Web site and in pre-event mailings to team captains and volunteers
- Sponsor(s) also receive the recognition given to Silver sponsors

Summary of Benefits

Designation as an official sponsor of NAMIWalks entitles you to:
Prime location for displaying products and services at NAMIwalks Los Angeles County

Displays as official sponsor in all advertising

- Press releases
- Trade publications
- Name displayed on the Walk Web site

Displays as official sponsor in all materials

- Event brochure, Walk posters and Walk t-Shirts
- Program for the Kick-off Lunch, eight weeks before Walk day

Prominent recognition on signage at events

- Corporate banner may be prominently displayed at the start-end point of Walk
- Logo displayed on screen at Kick-off Lunch and post-Walk Awards Reception

Benefits vary depending on level of sponsorship. Please refer to sponsorship tiers on this page for details.

Silver Sponsor

- Listed on all walker/sponsor brochures and on event posters
- Name and logo printed on the Walk t-shirts
- Sponsor recognition at the Kick-off Lunch event and post-event Awards Reception
- Corporate banner may be displayed at the start/end point of the Walk
- Name or logo displayed on the Walk Web site

Start/Finish Sponsor

- Featured prominently on the official start-finish line banner that will be placed at or above the start-finish line on the Walk
- Start-finish line sponsor(s) also receive the recognition given to Bronze sponsors

Bronze Sponsor

- Name listed on all walker/sponsor brochures
- Name or logo printed on the Walk t-shirts
- Recognition at the Kick-off Lunch and post-event Awards Reception
- Name or logo displayed on the Walk Web site

Supporter

- Name listed on the walker/sponsor brochures
- Name printed on the Walk t-shirts
- Name or logo displayed on the Walk Web site

Kilometer Sponsor

- Name placed on kilometer signage prominently placed along the Walk route
- Name displayed on the Walk Web site