

NAMI 5K

RUN FOR MENTAL HEALTH

NAMI 5K Run/Walk Sponsorship Letter

October 6, 2018 at Peg Bond Center, 151 N Island Ave, Batavia, IL

We cordially invite you to participate as a sponsor for the Annual NAMI 5K. The proceeds for the event will benefit the National Alliance on Mental Illness serving Kane-south, DeKalb and Kendall Counties (NAMI KDK). These proceeds support the various programs NAMI KDK offers, free of charge, to members of the community. It is the mission of the organization to provide support, education and advocacy for persons, family members and communities confronted with mental health conditions. NAMI KDK offers education classes for parents and families (NAMI Family to Family and NAMI Basics), school based educational presentations (NAMI Ending the Silence), recreation programs, NAMI KDK Saturday Coffees, and special events throughout the year. NAMI KDK also provides a help line staffed with volunteers who respond to callers looking for resources and information.

Your sponsorship helps to defray the cost of organizing the event. Funds received from sponsorships are used to purchase t-shirts for registered race participants, awards, and provide complimentary water and snacks at the finish line for each race participant. Additional money from sponsorships will help go toward our fundraising goal of \$25,000.00.

There are various levels of sponsorship for the NAMI 5K Run/Walk. Size and placement of logos on t-shirts and website are based on sponsorship level.

All sponsorship checks and information should be sent to the NAMI KDK office at 400 Mercy Lane, Aurora, IL 60506, made out to NAMI KDK, by no later than **August 31, 2018**.

Thank you for your consideration and for helping to make this a successful event. We truly appreciate your support!

Sincerely,

Carol Speckmann
Executive Director
NAMI KDK

Sponsorship Levels and Benefits

Platinum Sponsor: \$5,000 or more

- Premium placement of company name or logo at the top of race t-shirt
- Public mention during event at start of race and during closing ceremonies
- Listed as **top sponsor** on website with logo and link
- Banner or merchandise prominently displayed at race (provided by sponsor)
- 10 complimentary race entries

Gold Sponsor: \$2,500-\$4,999

- Logo on back of race t-shirt
- Public mention during event at start of race and during closing ceremonies
- Listed as sponsor on website with logo and link
- Banner or merchandise prominently displayed at race (provided by sponsor)
- 8 complimentary race entries

Silver Sponsor: \$1,000-\$2,499

- Logo on back of race t-shirt
- Banner or merchandise prominently displayed at race (provided by sponsor)
- Listed as sponsor on website with logo and link
- 5 complimentary race entries

Bronze Sponsor: \$500-\$999

- Logo on back of race t-shirt
- Listed as sponsor on website
- 3 complimentary race entries

Booster Sponsor: \$250-499

- Recognition on back of race t-shirt
- Listed as sponsor on website

Specialty Sponsorship Opportunities

Water Station Sponsor - \$200 (limited spots available)

- Signage with name/company logo at all water station stops (provided by NAMI KDK)
- Listed as sponsor on website

Mile Marker Sponsor - \$150 (limited spots available)

- Signage with name/company logo at 1st or 2nd mile marker (provided by NAMI KDK)
- Listed as sponsor on website

NAMI KDK is a non-profit, 501(c)(3), tax exempt organization.
Your donation is tax deductible to the full extent allowed by law.

Sponsorship Contact & Information Form

Date: _____ Name/Contact Person: _____

Company/Organization (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

1. Sponsorship level (please circle):

Platinum Sponsor Gold Sponsor Silver Sponsor Bronze Sponsor

Booster Sponsor Water Station Sponsor Mile Marker Sponsor

2. We plan to send materials / giveaways to be available for runners at the race: YES/NO

3. Sponsor can choose to have company name or submit a logo. Please write your company name exactly how you would like it to appear on website, signage, etc.:

4. Artwork and logos should be submitted to info@namikdk.org as follows:

- Logos for t-shirts will be printed in white and should be submitted as a vector file.
- Logos for website should be submitted to as 72 dpi JPEG or EPS files. Most Photoshop and Illustrator files can also be accepted.

5. Participants that receive complementary race entries as part of their sponsorship can register for the 5K by emailing participant information to info@namikdk.org

Please contact Carol Speckmann at 630-896-6264 or email info@namikdk.org with questions or for additional information on sponsorships

Thank you for your support!

Please make checks payable to NAMI KDK and mail to:
400 Mercy Lane, Aurora, IL 60506.

NAMI KDK is a non-profit, 501(c)(3), tax exempt organization.
Your donation is tax deductible to the full extent allowed by law.