February 12, 2020

Dear Community Supporter:

Emotions Matter is pleased to announce the Third Annual Walk for Borderline Personality Disorder on Sunday, May 31, 2020 at 10:00 a.m. at Pier 40, Hudson River Park in New York City. The walk empowers those impacted by BPD to raise awareness and funds our BPD programs.

“I had a great time at the walk. Everyone is fighting...never give up hope.” - Maria

“Free to be me with BPD! A chance to meet like-minded people.” - Lady Jay

BPD is a serious mental illness characterized by emotional dysregulation, impulsivity, self-harm and suicidality. It affects up to 6% of the population and without accessible treatment, up to 10% of those diagnosed with BPD die by suicide. It continues to be among the most stigmatized mental illnesses in our society, yet it relatively goes unrecognized.

Emotions Matter’s mission is to change that. The BPD Walk NYC brings public attention to this disorder and offers HOPE. This is a grassroots effort organized by individuals with BPD, their family members, as well as clinicians and friends who have been personally impacted by it.

You can be a part of this inspiring event in New York City, and support those impacted by BPD. Local businesses, won’t you consider donating food, drinks, and gift certificates to help make this Walk a success? Community leaders and corporations, won’t you stand behind this effort as sponsors? Friends and family members, won’t you form a walk team to participate?

Enclosed you will find event materials that further explain how you can help. Please seriously consider this request, and encourage your friends and colleagues join us! Please contact us at 516-350-8387, or events@emotionsmatterbpd.org for more information. Thank you in advance for your support!

Sincerely,
Paula Tusiani-Eng, LMSW, M.Div.
Executive Director, Emotions Matter
2020 Walk for Borderline Personality Disorder - Corporate Sponsorship Opportunities

Benefits for $10,000 Diamond Sponsor

- Sponsor logo will have a place on Emotions Matter’s website for the 2020 calendar year, and be acknowledged as a special sponsor at events.
- Company banner displayed prominently near stage at Pier 40 Picnic House.
- Company table with product/sampling opportunity.
- Sponsor logo printed/displayed on (time permitting) promotional walk materials, walk t-shirts, signage at event, walk website with link to sponsor, email blasts to walkers.
- Mention in press materials and on social media.

Benefits for $5,000 Platinum Sponsor

- Company banner displayed prominently near stage in Pier 40 Picnic House.
- Company table with product/sampling opportunity.
- Sponsor logo printed/displayed on (time permitting) promotional walk materials, walk t-shirts, signage at event, walk webpage, email blasts to walkers, website with link to sponsor’s site.
- Mention in all press materials and on social media.

Benefits for $1,000 Gold Sponsor

- Sponsor logo printed/displayed on (time permitting) walk t-shirt, walk webpage, email blasts to walkers, signage at event, and select promotional materials.
- Company table with product/sampling opportunity.
- Mention in all press materials and on social media.

Benefits for $500 Silver Sponsor

- Company logo printed/displayed on (time permitting) select signage at event.
- Company line mention on t-shirt, website, in press materials, and social media.

Benefits for $250 Bronze Sponsor

- Company name on (time permitting) select signage at event.
  Line mention Line mention on back of walk t-shirt and on walk website.

Benefits for In-Kind Sponsors

- In-Kind Sponsors who donate items will be recognized in line on T-Shirts and signage.