Dear Prospective Sponsor,

Thank you for considering this community investment!

The Maine Chapter of the National Alliance on Mental Illness (NAMI MAINE) is a 501(c)(3) dedicated to improving the lives of Mainers affected by mental health challenges. NAMI Maine brings statewide support, education, and advocacy for the 1 in 4 Mainers impacted by a mental health condition and their loved ones who care about them.

To many, NAMI Maine is not just an agency; it is a community made stronger by our shared connections and commitment to mental health.

The NAMI Maine Community directly impacts the lives of thousands of Mainers every year. The community partners we collaborate with, the professionals that learn from mental health trainings, the families that find support and hope; these mental health advocates create ripple effects that impact thousands more. Suicide prevention starts with education and a conversation. The NAMI Maine community will continue to normalize and prioritize conversations about mental health, so NO ONE struggles alone and without hope for the future.

Whether you are a parent who calls the Family-to-Family education course “lifesaving,” a teacher who notices a student struggling after attending a suicide prevention gatekeeper, a police officer who de-escalates a person experiencing psychosis after completing CIT, a family receiving well-deserved breaks through respite services, or a young person empowered to change your school culture through Sources of Strength, or a sponsor who helps get our message out to more Mainers—you are part of the NAMI Maine Community.

NAMI Maine improves outcomes in people’s lives by implementing proven strategies focused on promoting change in targeted populations. NAMI Maine works to:

1. Enhance the life expectancy of Mainers
2. Connect peers to mental health supports
3. Support youth living with a mental health challenge in successfully transitioning to adulthood
4. Ensure families impacted by mental illness are supported by services

As a Results Based Accountability (RBA) entity, we are committed to producing measurable outcomes that improve the lives of Mainers using both performance-based measurements and population outcome data (ex. suicide rate, overdose death rate).

It is our goal that every Mainer impacted by mental illness and suicide — peer or family member — knows that we stand ready to walk a few steps with them on their journey and to hold the hope with them when the world feels too heavy. Our hundreds of volunteers and dedicated staff know firsthand that there is nothing more powerful than hope.

Thank you for your consideration,

The NAMI Maine Team

To learn more about our impact and change our community is creating in Maine, check out our annual report at namimaine.org/about

With your sponsorship, you can help continue this lifesaving work and elevate mental health awareness throughout our shared communities.

Annual Mental Health and Law Enforcement Recognition Banquet

The annual banquet honors those who serve our communities and act as a front-line resource to Mainers experiencing a mental health need. Since 2002, NAMI Maine has certified over 2,000 dedicated first responders in the Crisis Intervention Team (CIT) Program within 200 Maine communities. Together we are changing the ways communities in Maine respond to mental health crises.

By becoming a sponsor, you can highlight the incredible life-saving achievements, partnerships, and innovations of these mental health practitioners and law enforcement.

CIT Table Sponsor: $500 - $999
- Purchase a table (8 tickets)
- Podium acknowledgment
- Social media promotion
- Website promotion

CIT Awardee Supporter: $1,000+
- Headline event signage recognition
- Podium acknowledgment
- Four (4) event tickets, with reserved seating at awardee’s table
- Social media promotion
- Website promotion

Why NAMI Maine Celebrates our CIT Certified Officers

The lack of mental health crisis services has resulted in law enforcement officers serving as first responders to many mental health crises across the state.

CIT programs create connections between law enforcement, mental health providers, peers, families, and advocates to effectively produce a robust, community-wide, collaborative crisis response. Implementing CIT effectively in communities requires the dedication and compassion of police departments, mental health agencies, families, and peers to develop and nurture their relationships.

CIT trained Law enforcement provides a supportive role by connecting individuals to community resources and reducing injuries and trauma to individuals experiencing a crisis—all while diverting them from the criminal justice system.

The increased awareness allows for better understanding and identification of individuals struggling with their mental health in the communities, resulting in connections and sustainable assistance in our communities.
NAMI Maine's Annual Conference

Each NAMI Maine Annual Conference creates opportunities for conversation, creativity, and compassion by bringing together diverse perspectives from throughout the state.

### Annual Conference Sponsorship Packages

<table>
<thead>
<tr>
<th>AGENCY CHAMPION</th>
<th>EDUCATOR</th>
<th>PROMOTER</th>
<th>SUPPORTER</th>
<th>ADVOCATE</th>
<th>FRIEND</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000+</td>
<td>$5,000 - $9,999</td>
<td>$2,500 - $4,999</td>
<td>$1,000 - $2,499</td>
<td>$500 - $999</td>
<td>$250 - $499</td>
</tr>
</tbody>
</table>

- Social Media Promotion
  - Facebook, Instagram, Twitter, LinkedIn
- Website Promotion
  - (sponsor page & event registration page)
- Newsletter Recognition
- Podium Acknowledgment
- Agency logo on sponsor appreciation banner
- Conference Tickets
  - 4 Tickets
- 2 Tickets
  - 1 Ticket
- Exhibit Booth
  - Premium Location
  - Reserved Location
  - Reserved Location
  - Reserved Location
- Include bag stuffer at conference
- Agency logo on swag bags
- Featured in a boosted social media post
- Opportunity to greet audience from stage 1 min
- Logo on branded flash drive with conference presentations & resources
- 5-minute Speaking Opportunity

### NAMI Maine Annual Walk Sponsorship Packages

<table>
<thead>
<tr>
<th>PRESENTING</th>
<th>PREMIER</th>
<th>MAJOR</th>
<th>GOLD</th>
<th>SILVER</th>
<th>START/ FINISH LINE</th>
<th>KICK-OFF EVENT</th>
<th>BRONZE</th>
<th>SUPPORTER</th>
<th>KILOMETER</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15K</td>
<td>$10K</td>
<td>$7.5K</td>
<td>$5K</td>
<td>$2.5K</td>
<td>$1.5K</td>
<td>$1.5K</td>
<td>$1K</td>
<td>$500</td>
<td>$250</td>
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</tbody>
</table>

- Speaking opportunity at Virtual Kick-Off Event
- Video ad/ message during virtual walk day program
- Corporate team fundraising page
- Logo on virtual walk day program
- Sponsor's name included in press release
- Logo in final logistics email
- Virtual sponsor booth on NAMIWalks website
- Social media mentions
  - 5
  - 4
  - 3
  - 2
  - 1
- Featured on NAMIWalks T-shirt
- Name
- Name
- Name
- Name
- Acknowledgment during virtual walk day program
- Name
- Name
- Name
- Name
- Name

Promote your organization in our Annual Conference booklet

<table>
<thead>
<tr>
<th>Full Page Exterior Back Cover</th>
<th>Full Page Interior Back Cover</th>
<th>Full Page Interior Program Page</th>
<th>Interior Half Page</th>
<th>Interior Quarter Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500</td>
<td>$400</td>
<td>$300</td>
<td>$250</td>
<td>$200</td>
</tr>
</tbody>
</table>

Pledge to sponsor

Complete the Sponsorship Pledge Form and mail it to NAMI Maine at 52 Water St, Hallowell, ME 04347 or submit a pledge online at https://www.namimaine.org/sponsorship.
Ready to Join the Mental Health Movement?

Our dynamic work depends on funds raised through our annual events to continue providing hope, education, support and advocacy for Mainers affected by mental illness. Without support from organizations like yours, our dynamic work would be greatly diminished.

Pledge to Sponsor

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If you'd like to speak with us about sponsorship opportunities before submitting the application, please contact development@namimaine.org to schedule a time.

Together, let's raise awareness, fight the stigma surrounding mental health challenges and advance this lifesaving work.

By sponsoring one or all of NAMI Maine's annual events, you are sending a powerful message to the 1 in 4 Mainers affected by mental health conditions that you care.

Not ready to sponsor this year, but still want to help?

- Ask us about the professional trainings NAMI Maine has to support the mental health of your staff.
- Let your employees know NAMI Maine is mental health resource in the Maine community that offers free mental health supports for them and their loved ones.
- Join NAMI Maine’s Annual Walk with a company team. This can build employee comradery, connects your employees to us as a future resource, and enhances NAMI Maine’s lifesaving work through team fundraising efforts.
- Ask us about NAMI Maine’s The Way Work Should Be mental health initiative for businesses.
- Request a speaker from NAMI Maine Speaker’s Bureau for a company event.
- Follow and engage with NAMI Maine on social media (LinkedIn, Facebook, Instagram, Twitter) to stay informed on mental health, NAMI Maine events, mental health learning opportunities, and helpful mental health support articles you can share with your employees.
- Talk with us to gain a better understanding of NAMI Maine’s mission and the work we do. When you help raise awareness on mental health and the mental health support services available to your employees- this might mean, a family in need right now finds a resource that can change their lives for the better. We also offer NAMI Maine 101 sessions for leaders and staff.
The following terms and conditions comprise the Sponsor Application. Please read carefully. By applying for sponsorship and/or exhibit space you are agreeing to these terms.

Assignment of Exhibit Space:
With the exception of premium packages, all space will be assigned on a first-come, first-served basis based on sponsorship level. Exhibiting agencies will be notified of table assignment upon arrival.

Sponsorship Payment:
Applications will not be processed, nor space assigned without the required payment. If the required payment is not received with the application it will be held until the fee is paid. Full payment must be received no later than 60 days prior to the event date. Checks should be made payable to NAMI Maine. Credit card payments may be made online, by phone, or mail (please provide all information requested on the application).

Cancellation Policy:
In order to process a refund, NAMI Maine must receive a written notice of cancellation from the sponsor. If NAMI Maine receives notice of a cancellation more than 60 days prior to the event date, a refund minus an administrative fee of $100.00 will be issued. No refund will be given for cancellations made less than 60 days prior to the event. In the case of causes beyond the control of NAMI Maine that may prevent the holding of the event, this contract will not be binding.

Exhibitor Registration:
Exhibitors must register and check in at the event registration table before setup. Exhibitors will be given name badges that must be worn at all times.

Giveaways:
NAMI Maine encourages the distribution of product literature and small give-away items at your exhibit table. Other items may be distributed or sold only with prior written approval from NAMI Maine. Requests should be submitted in writing to NAMI Maine no later than 60 days prior to the event date. Unapproved items may not be distributed. Any exhibitor found distributing unapproved materials will be prohibited from doing so, and may risk expulsion.

Failure to Occupy Space:
There will be no refund for space not occupied.

Americans with Disabilities Act:
Exhibiting companies shall be responsible for making their exhibits accessible to persons with disabilities as required by the Americans with Disability Act and shall hold NAMI Maine harmless from any consequence of exhibiting organizations' failure in this regard.

Safety and Security:
NAMI Maine cannot guarantee against loss or damaged property of any kind and is not responsible for any loss or damage. Exhibitors must adhere to all municipal, state, and federal laws, rules, and regulations. No combustible decorations may be used at any time.

Due to the Covid-19 pandemic, NAMI Maine is accepting pledges to sponsor the event when it is held, either in person or virtually, between January 1, 2021 – December 31, 2022.