



nami

National Alliance on Mental Illness

**McHenry
County**

2024

Sponsorship Packages

**Support free mental health services in
McHenry County by sponsoring one of
our exclusive special events in 2024.**



Dear Friend,

As a respected friend of the community, **we'd like to invite you to play an important role as a sponsor of one or both of our signature events for 2024:** our annual Sunset Gala (May 10, 2024), and NAMIWalks McHenry County (October 5, 2024), which we are bringing back to our community for the first time in nearly a decade.

The **Sunset Gala** is an exclusive event which will entertain local influencers, mental health champions and the business community. This event is the perfect opportunity to showcase your brand and altruism with local decision-makers. **NAMIWalks McHenry County** will attract hundreds of walkers, volunteers, donors, sponsors, and partners from across the county under one collective vision -- a world where mental health is universally accepted, prioritized, and supported without stigma. We are sincerely counting on the community's overwhelming support in making these events exceptional.

At NAMI McHenry County, we provide free mental health services to individuals and family members through our pillars of support, education, advocacy, and awareness. **For nearly 30 years, our fundraising events have been a key driver in allowing us to grow our free services to meet the overwhelming community need**, all while helping individuals with a mental health condition prove they are stronger than the obstacles they face. We serve more than 5,000 individuals each year in McHenry County. Your support strengthens our programs, and our resolve.

We appreciate any contribution you are able to make (**monetary sponsorships, products and services, or in-kind auction items are all needed**). Please review the enclosed materials for sponsorship opportunities and an outline of the recognition offered to sponsors based upon their level of support. As you will see, there are substantial media and recognition opportunities to highlight your generosity. We have also enclosed a sponsorship agreement form for your convenience. We look forward to adding you to our list of partners!

On behalf of NAMI and the individuals who will benefit from your generous sponsorship, I cannot thank you enough! If you have any questions or would like additional information, please reach out: (815) 357-7100 or anicholas@namimch.org.

Warmly,

A handwritten signature in black ink, appearing to read "Abbey Nicholas".

Abbey Nicholas
Executive Director

Sunset

Gala



NAMI
National Alliance on Mental Illness

McHenry
County

A Celebration of Hope

Join us while the sun sets on Crystal Lake!

Friday, May 10 from 5:30pm - 9:00pm

Our Annual Sunset Gala will take place on **May 10, 2024 at Crystal Lake Main Beach**. This exclusive event will entertain local influencers, mental health champions and the business community. This event is the perfect opportunity to showcase your brand and altruism with local decision-makers.

Sponsor Benefits	Hope \$7,500	Optimism \$5,000	Passion \$2,500	Joy \$1,000	Friendship \$500	Support \$250
Naming rights to the gala	X					
Company logo placed on all pre-event materials	X					
Recognition in all media opportunities	X	X				
Complimentary Gala Tickets	8	4	2			
Company logo featured on cocktail napkins	X	X	X			
Year-long recognition on NAMI marketing materials	X	X	X	X		
Company recognized during gala program	X	X	X	X	X	
Company logo with link placed on Gala website	X	X	X	X	X	
Company logo featured in printed program	X	X	X	X	X	X
Company logo displayed on event signage	X	X	X	X	X	X

We are also seeking in-kind donations for our silent and live auctions!



After a ten year hiatus, we are bringing **NAMIWalks** back to McHenry County! This event will reach more than **500 attendees** and thousands of additional donors and community members across the county. The event will include the largest mental health resource fair of the year; a family festival with fun for all ages; food; music; speakers; and more. **Join the movement on 10/5/2024.**



Sponsor Benefits	Presenting \$7,500	Premier \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500	Support \$250
“Presented by” naming rights with logo included on select customized materials	X					
Walk day video, filmed by the sponsor, shared on social media	X					
Speaking opportunity at NAMIWalks or a local kickoff event (your choice)	X					
One dedicated electronic communication announcing sponsorship	X					
Opportunity for sponsor-provided promotional giveaway in gift bag (quantity needed: 400)	X	X				
Opportunity to provide company bio for Sponsorship page on NAMIWalks McHenry County website	X	X				
Logo in all scheduled participant electronic communications starting 80 days from the event date (minimum of 20)	X	X				
Opportunity to display company-provided banner	X	X				
Name included in press releases	X	X				
Logo on NAMIWalks poster*	X	X	X			
Logo recognition at Cultivation Events*	X	X	X			
Exhibit space at NAMIWalks McHenry County	Premium Table & Tent	Table & Tent	Table	Table	Table	
Promotion on social media and/or in newsletters, pre and post event	6	5	4	3	2	
Recognition on NAMIWalks participant T-Shirts*	Large Logo	Large Logo	Med Logo	Small Logo	Name	
Recognition on NAMIWalks event day signage*	Logo	Logo	Logo	Logo	Name	
Recognition on local NAMIWalks website	Logo	Logo	Logo	Logo	Name	
Logo recognition on one NAMIWalks route sign*						X

**In order to be included on all print materials, commitments must be made by 9/5/2024*



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Sponsorship Agreement

Contact Name _____

Title _____

Organization (as you would like it to appear in print) _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

Signature _____ Date _____

My signature indicates authorization to make this commitment on behalf of my company

Marketing Contact Name _____

Email _____

Gala Hope \$7,500 Optimism \$5,000 Passion \$2,500 Joy \$1,000 Friendship \$500 Support \$250

Walk Presenting \$7,500 Premier \$5,000 Gold \$2,500 Silver \$1,000 Bronze \$500 Support \$250

In-Kind Good/Service for Raffles/Auctions _____ Value \$ _____

Please make checks payable to NAMI McHenry County.

To process sponsorships with a credit card, call Abbey: (815) 357-7100

NAMI McHenry County

620 Dakota St, Crystal Lake, IL60012

Email: admin@namimch.org | Phone: (815) 526-8243

The purpose of these events is to benefit NAMI of McHenry County, a 501(c)3 charitable organization with EIN 36-3594174.

NAMI must receive this agreement by April 15 to receive full sponsorship benefits for the Gala, and September 5 to receive full sponsorship benefits for the Walk.