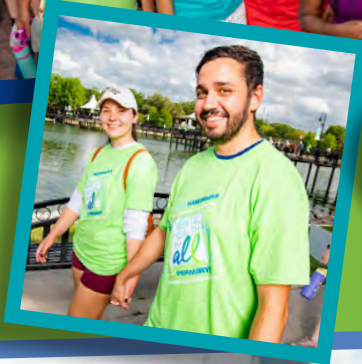




# namiWalks

Silicon Valley



I am  
NAMI  
Walks

2025  
SPONSORSHIP  
OPPORTUNITIES



# Hope has a partner — and it's *You!*

NAMIWalks continues to reach new heights and celebrate record-breaking seasons and much of that is due to the generous contributions of our sponsors.

Your commitment makes a powerful difference within our mental health community, as it emphasizes that none of us are ever alone, and all of us are in this together. “Mental Health for All” is our vision and mantra and nobody wears that badge of honor more proudly than our sponsors!

We are delighted to see that 2025 finds your company uniting proudly to fight stigma, support NAMI's programs and culture of guidance, and bring newfound awareness to the resources available to everyone who needs our help.

*Join Us!*

**NAMIWalks Silicon Valley**  
**Saturday, Oct. 4 at 8AM**  
**History Park - San Jose, California**



## About *Us*

NAMIWalks is NAMI's oldest signature fundraiser and it enters 2025 as one of the nation's Top 30 Peer-to-Peer events for the fourth straight year, after raising an unprecedented \$14.7 million and registering a program high 8,085 teams. Over 160 community Walks are presented by NAMI State Organizations and NAMI Affiliates from coast to coast. United by our unique experiences, journeys and stories, NAMIWalks is a beautiful celebration of each of us - individuals with mental illness, their family, their loved ones, their community.

Funds raised directly support NAMI California's mission of education, advocacy, support and public awareness. We are grateful to our partners for helping to make our goal of Mental Health for All possible.

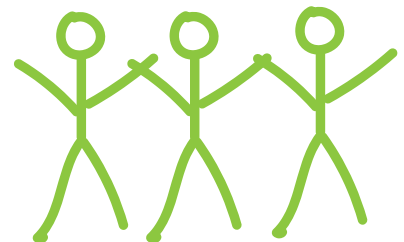
## THREE pillars to support ONE goal:



To promote awareness  
of mental health and  
reduce stigma




To raise funds for NAMI's  
free, top-rated mental  
health programs



To build community and  
let people know they  
are not alone





*I am*  
 **NAMI**  
 Walks

## Presenting Sponsor \$15,000

- “Presented by” naming rights with logo included on select customized materials
- Walk Day video, filmed by the sponsor, shared on social media
- Logo featured on the overview screen of the fundraising app: Fundraise4NAMI
- Speaking opportunity at your local NAMIWalks event, during your choice of ceremony
- One dedicated electronic communication announcing sponsorship
- Opportunity for sponsor-provided promotional giveaway in gift bags (quantity needed: 800)\*\*
- Opportunity to provide company bio for Sponsorship page on local NAMIWalks website
- Logo in all scheduled participant electronic communications (minimum of 20)
- Opportunity to display company provided banner at your local NAMIWalks event (must be approved by NAMI and be no larger than 4 x 6 feet)
- Name included in press releases
- Logo on NAMIWalks poster\*
- Premium exhibit space including table and tent at your NAMIWalks event
- Promotion on social media and/or in newsletters pre and post event (6 posts)
- Large logo recognition on NAMIWalks participant T-shirts\*
- Logo recognition on NAMIWalks event day signage\*
- Logo recognition on local NAMIWalks website

## Premier Sponsor \$10,000

- Opportunity for sponsor-provided promotional giveaway in gift bags (qty. needed: 800)\*\*
- Opportunity to provide company bio for Sponsorship page on local NAMIWalks website
- Logo in all scheduled participant electronic communications (minimum of 20)
- Opportunity to display company provided banner at your local NAMIWalks event (must be approved by NAMI and be no larger than 4 x 6 feet)
- Name included in press releases
- Logo on NAMIWalks poster
- Exhibit space including table and tent at your NAMIWalks event
- Promotion on social media and/or in electronic newsletters pre and post event (5 posts)
- Large logo recognition on NAMIWalks participant T-shirts\*
- Logo recognition on NAMIWalks event day signage\*
- Logo recognition on local NAMIWalks website



## Gold Sponsor \$5,000

- Logo in all scheduled participant electronic communications (minimum of 20)
- Logo on NAMIWalks poster\*
- Exhibit space including table at your NAMIWalks event
- Promotion on social media and/or in newsletters pre and post event (4 posts)
- Medium logo recognition on NAMIWalks participant T-shirts\*
- Logo recognition on NAMIWalks event day signage\*
- Logo recognition on local NAMIWalks website

## Silver Sponsor \$2,500

- Exhibit space including table at your NAMIWalks event
- Promotion on social media and/or in newsletters pre and post event (3 posts)
- Small logo recognition on NAMIWalks participant T-shirts\*
- Logo recognition on NAMIWalks event day signage\*
- Logo recognition on local NAMIWalks website

## Bronze Sponsor \$1,000

- Exhibit space including table at your NAMIWalks event
- Promotion on social media and/or in newsletters pre and post event (2 posts)
- Name recognition on NAMIWalks participant T-shirts\*
- Name recognition on NAMIWalks event day signage\*
- Name recognition on local NAMIWalks website

## Supporter Sponsor \$500

- Name recognition on local NAMIWalks website
- Logo recognition on one NAMIWalks route sign\*

\*Please note: some benefits subject to print deadlines.

\*\* Promotional materials should be received two weeks prior to event day.

*You are*  
**NAMI**  
**Walks**



*We are*  
**NAMI**  
**Walks**

# SPONSORSHIP TIERS OF IMPACT

## *at a glance*

NAMIWalks is proud to help build better lives for people living in Santa Clara County affected by mental health conditions. We are grateful to our partners for making this possible.

	Presenting \$15,000	Premier \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Supporter \$500
"Presented by" naming rights with logo included on select customized materials	●					
Walk Day video, filmed by the sponsor, shared on social media	●					
Logo featured on the overview screen of the fundraising app: Fundraise4NAMI	●					
Speaking opportunity at your local NAMIWalks event, during your choice of ceremony	●					
One dedicated electronic communication announcing sponsorship	●					
Opportunity for sponsor-provided promotional giveaway in gift bags (quantity needed: 900)**	●	●				
Opportunity to provide company bio for Sponsorship page on local NAMIWalks website	●	●				
Opportunity to display company-provided banner	●	●				
Name included in press releases	●	●				
Logo in all scheduled participant electronic communications (minimum of 20)	●	●	●			
Logo on NAMIWalks poster*	●	●	●			
Exhibit space at your NAMIWalks event	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	Medium 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	Name

\*In order to be included on all print materials commitments must be made by August 22.

\*\*Promotional items must be received two weeks prior to event day to be included in gift bags

# SPONSORSHIP COMMITMENT FORM

Yes! We are proud to support the 2025 NAMIWalks Silicon Valley event. We authorize NAMI to include our name and/or logo on all the materials and digital content for the event consistent with our sponsorship selection below.

Presenting Sponsor	\$15,000	Silver Sponsor	\$2,500
Premier Sponsor	\$10,000	Bronze Sponsor	\$1,000
Gold Sponsor	\$5,000	Supporter Sponsor	\$500

Event Experience Sponsorship (Name) \_\_\_\_\_ \$ \_\_\_\_\_

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Website: \_\_\_\_\_

Email address: \_\_\_\_\_

Check enclosed (please make payable to NAMI Santa Clara County)

Credit card payments accepted online at [www.namiwalks.org/siliconvalley](http://www.namiwalks.org/siliconvalley)

Please send an invoice

.....  
Yes, we plan to use our exhibit space on Walk Day (Bronze Sponsor and higher):

Walk Day contact name: \_\_\_\_\_

Walk Day contact email: \_\_\_\_\_

No, we do not plan to use our exhibit space on Walk Day (Bronze Sponsor and higher).  
.....

Yes, we would like to host a corporate team for NAMIWalks:

Team Captain name: \_\_\_\_\_

Team Captain email: \_\_\_\_\_

## PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI Santa Clara County  
1150 S. Bascom Avenue, Suite 24  
San Jose, Ca. 95128-3509

## PLEASE EMAIL SPONSORSHIP LOGO TO:

Kristina Alaniz, [kalaniz@namisantaclara.org](mailto:kalaniz@namisantaclara.org)

## NAMI Silicon Valley

(408)453-0400 Ext.3125 • [www.namiwalks.org/siliconvalley](http://www.namiwalks.org/siliconvalley)

[kalaniz@namisantaclara.org](mailto:kalaniz@namisantaclara.org) • Tax ID # 94-2430956

To learn more about NAMIWalks, visit [www.namiwalks.org](http://www.namiwalks.org).



# NAMIWalks



### Terms and Conditions for all Sponsorship Levels

Sponsor warrants and represents that all its products and services comply with all applicable federal, state and local laws and regulations. NAMI has the right to immediately cancel this sponsorship agreement in the event that Sponsor has: a) Had its license(s) revoked by any governmental authority exercising jurisdiction over Sponsor; b) Sponsor has voluntarily surrendered its license(s) after being cited for misconduct by any governmental authority exercising jurisdiction over that party; c) Sponsor has been alleged to have willfully violated the laws, rules or regulations of any jurisdiction or any governmental authority exercising jurisdiction over Sponsor; d) Otherwise violated the terms of sponsorship, which will be determined at the sole discretion of NAMI.



## Kids Zone Sponsor

\$6,000 (Limit: One)

*Sponsor the exciting Kickoff Event prior to Walk Day.*

**Benefits:**

- Logo on Kickoff invitation (electronic/printed)
- Speaking opportunity at Kickoff
- Tabling opportunity with approved promotional materials
- Exhibit space at NAMIWalks Silicon Valley event

## Live Music or DJ Sponsor

\$5,000 (Limit: One)

*Sponsor the event's musical entertainment experience.*

**Benefits:**

- Branding at DJ or live music stage
- Verbal recognition during performances
- Logo on NAMIWalks Silicon Valley website and social media
- Opportunity for branded giveaways (e.g., sunglasses, rally/sport towel, etc)

## Wellness Warm-Up Sponsor

\$4,000 (Limit: One)

*Sponsor the energizing pre-Walk Warm-Up session.*

**Benefits:**

- Naming rights to fitness warm-up session
- Stage time to welcome attendees
- Logo on Warm-Up area signage and marketing emails

## Food Truck Picnic Area Sponsor

\$6,000 (Limit: One)

*Sponsor the lively and popular Food Truck Picnic Area where participants gather to eat, relax, and celebrate after the Walk.*

**Benefits:**

- Opportunity to display signage and branding at the Food Truck Picnic Area.
- Option to provide branded picnic blankets or utensils.
- Logo featured prominently at the Picnic Area and on event website

## Tribute Wall Sponsor ("Why I Walk")

\$3,000 (Limit: One)

*Sponsor the Tribute Wall where participants share stories.*

**Benefits:**

- Logo on Tribute Wall
- Opportunity to provide branded wall supplies (sponsor's cost)

## Walk Star VIP Area Sponsor

\$3,000 (Limit: One)

*Sponsor our exclusive VIP area for top fundraisers.*

**Benefits:**

- Volunteer opportunity to welcome VIPs
- Opportunity to provide branded giveaways
- Logo on VIP area signage and website
- Recognition in post-walk thank you emails

## Kids Zone Sponsor

\$3,000 (Limit: One)

*Sponsor the Kids Zone for young participants and families.*

Benefits:

- Provide activities and giveaways (subject to approval)
- Volunteer opportunity in the Kids Zone
- Logo on Kids Zone signage and NAMIWalks Silicon Valley website

## Route Engagement Sponsor

\$6,000 (Limit: One)

*Sponsor the event route engagement experience.*

Benefits:

- Volunteers to guide walkers
- Logo exclusively featured on three route signs
- Logo on printed and electronic route maps
- Logo on NAMIWalks Silicon Valley website

## Hydration Station Sponsor

\$6,000 (Limit: One)

*Sponsor the essential water stations during the Walk.*

Benefits:

- Volunteers for water stations
- Option to provide branded reusable water bottles
- Logo at water stations and on website

## Area Sponsor Opportunities

(\$3,000 each)

*Sponsor key areas supporting Walk operations and engagement.*

Benefits:

- Volunteer opportunity at selected area
- Logo on signage at selected area with QR code linking to sponsor's website or social media
- Logo on NAMIWalks Silicon Valley website

**Areas: Registration & T-Shirt Tent, Photo Booth, Parking, Volunteer Refreshments, Thank You Brigade, Start/Finish Line, "Blue's Watering Hole" Dog Area**

## Contact Us For More Information



**Want to learn more about these wonderful opportunities? Let's chat!**

Contact: Kristina Alaniz

NAMIWalks Silicon Valley Manager

Email: [kalaniz@namisantaclara.org](mailto:kalaniz@namisantaclara.org)

Phone: (408)453-0400 ext.3125

Website:

<https://namisantaclara.org/nami-walks-silicon-valley-2025/>