



National Alliance on Mental Illness

# NAMI Southwest Missouri

## Event Sponsorship Packages



### 2017 Event Sponsorship Opportunities

The mission of NAMI Southwest Missouri is to improve the lives of persons affected by mental illness through support, education and advocacy.

Please join us in our efforts by reviewing the event sponsorship information. Opportunities are now available for you to sponsor multiple events with one easy payment. For information, please contact Stephanie Appleby at 417-864-7119 or [stephanie@namiswmo.com](mailto:stephanie@namiswmo.com).

# 2017



# MULTI-EVENT SPONSORSHIP OPPORTUNITIES

This is a unique opportunity to sponsor both NAMI Southwest Missouri events! You will have the benefits of all the PLATINUM level sponsorship inclusions.

|   |   |
|---|---|
| Mental Health Awareness Month   | Date: May 2017<br>Location: Various locations throughout the month<br>Estimated Attendance: 100-500             |
| Illuminating the Darkness   | Date: September 16, 2017<br>Location: McBride Elementary School Park Pavillion<br>Estimated Attendance: 250-300 |
| Price Cutter Charity Championship   | Date: August 10-13, 2017<br>Location: Highland Springs Golf Course<br>Estimated Attendance: 38,000              |
| <b>Presenting Sponsorship - \$8,000</b>   |   |
| Receive GOLD Level benefits at all NAMI Southwest Missouri events and save \$2,000 overall! |   |
| <b>Mental Health Awareness Month</b>  | Includes all events during the month.   |
| Company logo on all pre and post event mailings and emails                                  | Booth space at April Mental Health Awareness Fair   |
| Company logo on all printed materials   | 5 Complimentary tickets for movie screening   |
| Recognition on NAMI Southwest Missouri event website  | Workplace Educational Kit including: 100 awareness ribbons, 50 window clings, 2 yard signs, and 25 t-shirts     |
| Recognition in NAMI Southwest Missouri Newsletter: <i>Hopeline</i>                          |   |
| Social Media recognition  |   |
| <b>Illuminating the Darkness 5K Run/Walk</b>  |   |
| Company logo on all pre and post event mailings and emails                                  | 4 complimentary entries   |
| Company logo on registration form and all printed materials                                 | Booth space at event  |
| Company logo on event banner  | Company signage on a lighted arch on race route   |
| Recognition on NAMI Southwest Missouri event website  | Company signage on 2 lighted columns on race route  |
| Social media recognition  | Company logo on back of participant t-shirt   |
| Recognition in NAMI Southwest Missouri Newslette: <i>Hopeline</i>                           |   |
| <b>Additional Sponsorship Opportunity - \$3,025 - \$6,050</b>                               |   |
| <b>Price Cutter Charity Championship presented by Dr. Pepper</b>                            |   |
| All promotional opportunities provided by the Price Cutter Charity Championship event       | Half-page ad in Spectator Guide for full sponsorship  |
| Skybox badges depending on level  | Recognition on NAMI Southwest Missouri event website  |
| Sweepstakes tickets depending on level  | Recognition in NAMI Southwest Missouri Newsletter: <i>Hopeline</i>  |

## Mental Health Awareness Month



### Event Profile

The purpose of National Mental Health Month awareness month is to raise awareness about mental illness and related issues .NAMI Southwest Missouri will be hosting a month long series of events dedicated to raising awareness and recognizing those who live with mental illness. Events planned throughout Springfield and the surrounding area will offer mental health information and resources and provide ways for everyone to get involved.

|                               |   |
|-------------------------------|---|
| <b>Target Audience</b>        | All Ages                                |
| <b>Anticipated Attendance</b> | Dependent on Event<br>Estimated 100-500 |
| <b>Date and Time</b>          | Dependent on Event                      |
| <b>Location</b>               | Various Locations Throughout the Month  |

### Promotional Plan

- Posters distributed throughout the community to promote individual events
- Various E-Blast promoting monthly events
- Social Media Promotion
- Facebook Advertisements
- Website Advertisements
- Dedicated event page on NAMI SWMO website
- Event announcement in local paper
- Promotion in the NAMI Southwest Missouri *HopeLine* Newsletter
- Media Releases
- Radio Public Service Announcements

# Mental Health Awareness Month

## Sponsorship Opportunities

**Date: May 2017**

**Location: Dependent on Event**

**Estimated Attendance: 100-500**

|  | Platinum Level | Gold Level | Silver Level | Bronze Level |
|--|----------------|------------|--------------|--------------|
|  | \$5,000        | \$3,000    | \$1,000      | \$500        |
| <b>Print piece &amp; Collateral Inclusions</b>   |                |            |              |              |
| Company logo on all pre and post event mailings and emails for all Mental Health Awareness month events          | Yes            | Yes        | Yes          | Yes          |
| Company logo on flyers, posters and other event printed material.  | Yes            | Yes        | Yes          | Yes          |
| Recognition on NAMI Southwest Missouri Event Website   | Yes            | Yes        | Yes          | Yes          |
| Social Media recognition   | Yes            | Yes        | Yes          | Yes          |
| Recognition in NAMI Southwest Missouri Newsletter: <i>HopeLine</i>   | Yes            | Yes        | Yes          | Yes          |
| <b>Day or Event Inclusions</b>   |                |            |              |              |
| Booth space at April Mental Health Fair  | Yes            | -          | -            | -            |
| Complimentary tickets for movie screening  | 5              | 2          | -            | -            |
| Workplace educational kit: additional materials provided. See kit information for more detail on sponsor levels. | Yes            | Yes        | Yes          | Yes          |



## Mental Health Awareness Month Events

**NAMI Southwest Missouri will be hosting a series of events for mental health awareness month in order to create a powerful way to raise awareness and educate people about the subject of mental health and the stigma of mental illness.**

**Mental Health Fair:** In partnership with the Omega Nu Chapter of the Alpha Kappa Alpha Sorority a Mental Health Fair will be held April 8, 2017 in an effort to bring awareness and information to the community about mental-health illness and recovery. This event is an opportunity to dispel the stigma around mental-health illness, encourage people to seek support, and spotlight agencies available to assist.

**Mental Health March:** On May 3 Mental Health Awareness Month will kick off with an awareness march held at a location to be determined where participants will gather for an evening march. During this event, the CIT Law Enforcement Officer of the Year will be announced. The Crisis Intervention Training (CIT) is an effort to create and sustain more effective interactions among law enforcement, mental health care professionals, individuals with mental illness, their families and communities, and also to reduce the stigma of mental illness. The Mental Health March is the first of many efforts to start a conversation about mental illness throughout the area.

**Give Ozarks Day:** On May 9<sup>th</sup>, NAMI Southwest Missouri will be participating in this 24 hour online giving campaign sponsored by the Community Foundation of the Ozarks. This is an easy way for individuals and companies to support the programs and services of NAMI SWMO. Our goal for this year is to raise \$3,000 during this 24 hour period.

**Movie Screening at the Moxie Cinema with Speaker Panel:** On May 13 NAMI Southwest Missouri and The Moxie will host a public screening of *Love and Mercy* at the Moxie Cinema. There will be a brief panel presentation and discussion immediately following the movie. *Love and Mercy* was presented a 2016 Voice Award by SAMHSA (Substance Abuse and Mental Health Services Administration). This award recognizes individuals and media whose work and personal stories of recovery are educating the public about behavioral health.

**Businesses Unite to Light Green to Stop the Stigma:** Beginning May 1<sup>st</sup> 2017 until May 31<sup>st</sup> 2017, during Mental Health Awareness Month, numerous landmarks, businesses, houses of worship, and other locations in Springfield and the surrounding area will join NAMI Southwest Missouri to mark the first annual *Unite to Light Green* campaign and raise awareness of mental illness.

How does *Unite to Light Green* benefit the Mental Health Community?

- Spreads awareness and understanding about Mental Illness
- Celebrates and honors the unique talents and skills of people with mental illness
- Brings attention to the needs of individuals living with a mental illness
- By showing that your organization supports mental health and anti-stigma programs in your community you are sending the message that it's ok to get help which will saves lives.

**Focusing on Mental Illness and the Workplace:** Businesses in Springfield and the surrounding areas may choose to participate in the fight against mental illness stigma. Mental Health Awareness Month Workplace Kits will be available and will include activity ideas, fact sheets and educational material, and more. Sponsors are eligible for some items as a part of their selected sponsorship package as noted below. Additional items are available for purchase.

|                   | Platinum Level | Gold Level | Silver Level | Bronze Level |
|-------------------|----------------|------------|--------------|--------------|
|                   | \$5,000        | \$3,000    | \$1,000      | \$500        |
| Awareness Ribbons | 100            | 75         | 50           | 25           |
| Window Clings     | 50             | 30         | 20           | 10           |
| Yard Signs        | 2              | 1          | -            | -            |
| T-Shirts          | 25             | 15         | -            | -            |

## illuminating the Darkness 5K



### Event Profile

illuminating the Darkness 5k Run/Walk is as special evening dedicated to raising awareness for suicide prevention. This 5K Timed Run and 1 Mile Walk will allow all participants to receive a glow-in-the-dark t-shirt and glow gear. This is the areas coolest, most eye dazzling illuminated nighttime 5K with sounds of our Amazing DJ, glow Zone and Photo Booth! Also featured is a special salute to our fallen veterans, who lose their lives daily to suicide and an Illuminated memorial garden where participants can purchase a plastic luminary with light for display the memorial garden at the event.

|                               |   |
|-------------------------------|---|
| <b>Target Audience</b>        | All Ages                                |
| <b>Anticipated Attendance</b> | 250 – 300                               |
| <b>Date and Time</b>          | September 16, 2017                      |
| <b>Location</b>               | McBride Elementary School Park Pavilion |

### Promotional Plan

- Posters, 500+ delivered to businesses, schools, libraries, colleges, restaurants, hospitals and more in Springfield and the surrounding area.
- Various E-Blasts promoting the event.
- Social Media Promotion
- Facebook Advertisements
- Dedicated event page on NAMI SWMO website
- Event announcement in local paper
- Special invitations to vendors and past participants
- Promotion in the NAMI Southwest Missouri *HopeLine* Newsletter
- Event Banners Displayed throughout Springfield
- Flyers distributed through Pizza Hut pizza boxes
- Media Releases
- Radio Public Service Announcements



# Illuminating the Darkness 5k

## Sponsorship Opportunities

**Date:**

**Location:**

**Estimated Attendance: 250-300**

|  | Platinum Level   | Gold Level | Silver Level | Bronze Level |
|--|--|------------|--------------|--------------|
|  | \$5,000  | \$3,000    | \$1,000      | \$500        |
| <b>Print piece &amp; Collateral Inclusions</b>                     |  |            |              |              |
| Company logo on all pre and post event mailings and emails         | Yes  | Yes        | Yes          | Yes          |
| Company logo on registration forms, flyers, posters and program    | Yes  | Yes        | Yes          | Yes          |
| Company logo on Event banner                                       | Yes  | -          | -            | -            |
| Recognition on NAMI Southwest Missouri Event Website               | Yes  | Yes        | Yes          | Yes          |
| Social Media recognition   | Yes  | Yes        | Yes          | Yes          |
| Recognition in NAMI Southwest Missouri Newsletter: <i>HopeLine</i> | Yes  | Yes        | Yes          | Yes          |
| <b>Day or Event Inclusions</b>                                     |  |            |              |              |
| Complimentary entries  | 4  | 2          | 1            | -            |
| Booth space at event   | Yes  | Yes        | -            | -            |
| Company signage as sponsor on a lighted arch on race route         | Yes  | -          | -            | -            |
| Company recognition as sponsor on lighted columns on race route    | 2  | 2          | 1            | -            |
| Company logo on back of participant T-Shirts                       | Yes  | Yes        | Yes          | Yes          |
| <b>Additional Opportunities</b>                                    |  |            |              |              |
| Lighted arch on race route   | <b>\$250.00</b> Your company will be recognized as a sponsor of a lighted arch that will be displayed along the race route.    |            |              |              |
| Two (2) lighted columns on race route                              | <b>\$200.00</b> Your company will be recognized as a sponsor of a pair of columns that will be displayed along the race route. |            |              |              |
| One (1) lighted column on race route                               | <b>\$100.00</b> Your company will be recognized as a sponsor of a lighted column that will be displayed along the race route.  |            |              |              |



## Price Cutter Charity Championship



### Event Profile

NAMI Southwest Missouri is one of 40+ charities that benefit from this annual event sponsored by Price Cutter and presented by Dr. Pepper. NAMI SWMO sponsors and marshals the 18<sup>th</sup> hole and we invite you to join us as a co-sponsor in 2017 and be a part of this annual event to benefit local charities. There are many opportunities for NAMI SWMO to benefit from this event and your co-sponsorship will provide for a greater return to NAMI Southwest Missouri. NAMI Southwest Missouri will provide volunteers to marshal the 18<sup>th</sup> hole but volunteers from your company would be welcome to assist.

|                               |                              |
|-------------------------------|------------------------------|
| <b>Target Audience</b>        | All Ages                     |
| <b>Anticipated Attendance</b> | 38,000                       |
| <b>Date and Time</b>          | August 10-13, 2017           |
| <b>Location</b>               | Highland Springs Golf Course |

### Promotional Plan

- Many promotional opportunities are provided through the Price Cutter Charity Championship
- NAMI Southwest Missouri will provide in addition to PCCC promotion:
  - Company recognized as hole sponsor on NAMI SWMO event website
  - Company recognized as a hole sponsor in various E-Blast promoting this events
  - Social Media Promotion
  - Promotion in the NAMI Southwest Missouri *HopeLine* Newsletter

# Price Cutter Charity Championship

Sponsored by Price Cutter and Presented by Dr. Pepper

**Date: August 10-13, 2017**

**Location: Highland Springs Golf Club**

**Estimated Attendance: 38,000**

|  | Full Hole Co-Sponsor | Half Hole Co-Sponsor |
|--|----------------------|----------------------|
|  | \$6,050              | \$3,025              |
| <b>Sponsorship benefits determined by PCCC event</b>   |                      |                      |
| Corporate signage at the tee and green on the 18 <sup>th</sup> hole  | Yes                  | Yes                  |
| Logo recognition on the hole layout page in spectator guide  | Yes                  | Yes                  |
| Clubhouse badges   | ##?                  | ##?                  |
| Tournament website recognition   | Yes                  | Yes                  |
| Participation in sponsor recognition events including Media Day, Sponsor Reception, Celebration of Sharing | Yes                  | Yes                  |
| <b>Additional sponsorship benefits available through NAMI SWMO</b>   |                      |                      |
| Skybox badges  | 3                    | 2                    |
| Sweepstakes tickets  | 10                   | 5                    |
| Half page ad in Spectator Guide  | Yes                  | -                    |
| Recognition in NAMI Southwest Missouri Newsletter: <i>HopeLine</i>   | Yes                  | Yes                  |
| Recognition on NAMI Southwest Missouri Event Website   | Yes                  | Yes                  |

Skybox badges provide:

- 4 day admission
- Access to grounds
- Access to covered skybox seating
- Access to un-restricted areas in clubhouse
- Access to Jackson Brothers Club Tent (free food and beverages)

Sweepstakes tickets provide:

- 4 day admission
- Access to grounds
- Each ticket includes a daily chance to win one of 500 prizes worth \$25 each and at least a 1 in 8,000 chance of winning a new vehicle or \$10,000.



**Southwest Missouri**

# NAMI Southwest Missouri 2017 Sponsor Commitment Form

|                |       |     |
|----------------|-------|-----|
| Contact Person |       |     |
| Company        |       |     |
| Address        |       |     |
| City           | State | Zip |
| Phone          | email |     |

**Select your sponsorship level and additional items ordered below.**

| Sponsorship Levels   | Items Ordered                   | Quantity | Total |
|--|---------------------------------|----------|-------|
| Presenting Sponsorship NAMI SWMO Events (only one available)<br><input type="checkbox"/> \$8,000   | Sponsorship Level Amount        |          | \$    |
|  | Sponsorship Level Amount        |          | \$    |
| Mental Health Awareness Month<br><input type="checkbox"/> Platinum Level \$5,000<br><input type="checkbox"/> Gold Level 3,000<br><input type="checkbox"/> Silver Level \$1,000<br><input type="checkbox"/> Bronze Level \$500                    | Lighted Arch, \$250 each        |          | \$    |
|  | 2 Lighted Columns, \$200 each   |          | \$    |
|  | 1 Lighted Columns, \$100 each   |          | \$    |
|  | Ribbons with pins, \$.25 each   |          | \$    |
|  | Paper Ribbons, no charge        |          |       |
|  | Yard Sign                       |          | \$    |
| Illuminating the Darkness Suicide Prevention Run<br><input type="checkbox"/> Platinum Level \$5,000<br><input type="checkbox"/> Gold Level 3,000<br><input type="checkbox"/> Silver Level \$1,000<br><input type="checkbox"/> Bronze Level \$500 | Window Cling                    |          | \$    |
|  | T-Shirts \$10.00                |          | \$    |
|  | <input type="checkbox"/> Small  |          | \$    |
|  | <input type="checkbox"/> Medium |          | \$    |
|  | <input type="checkbox"/> Large  |          | \$    |
|  | <input type="checkbox"/> XL     |          | \$    |
| Additional Sponsorship Opportunity Price Cutter Charity Golf Championship (not included in Presenting Sponsorship)<br><input type="checkbox"/> Full Hole Co-Sponsor \$6,500<br><input type="checkbox"/> Half Hole Co-Sponsor \$3,025             | <input type="checkbox"/> 2XL    |          | \$    |
|  | <b>TOTAL</b>                    |          | \$    |

|                     |  |     |  |
|---------------------|--|-----|--|
| <b>Payment Type</b> | <input type="checkbox"/> Check (Payable to NAMI Southwest Missouri)<br><input type="checkbox"/> Visa <span style="margin-left: 100px;"><input type="checkbox"/> Amex</span><br><input type="checkbox"/> Master Card <span style="margin-left: 100px;"><input type="checkbox"/> Discover</span> |     |  |
| Card #              | Exp. Date  | CW  |  |
| Name on Card        |  |     |  |
| Billing Address     |  |     |  |
| City                | State  | Zip |  |
| Signature           |  |     |  |