

TOGETHER

we are

NAMIWalks St. Louis



SPONSORSHIP
OPPORTUNITIES
— 2026 —



We are not NAMIWalks without *You!*

Year after year, NAMIWalks St. Louis brings together a passionate community united around one goal: Mental Health for All! Thousands of participants show up proudly wearing the NAMI name, creating powerful visibility and momentum across our region.

For sponsors, NAMIWalks is more than logo placement, it's a public commitment to employee wellness, community leadership, and mental health advocacy. Whether your organization is front and center on Walk Day or supporting the movement year-round, your partnership amplifies impact and drives real change.

Your support fuels education, advocacy, and lifesaving programs right here in St. Louis. When your organization stands with NAMIWalks, the community sees it, and it matters.

Join Us!

NAMIWalks St. Louis
Saturday, May 16th @ 9am
Creve Coeur Park - Tremayne Shelter
13725 Marine Ave,
Maryland Heights, MO 63043



About Us

NAMIWalks is America's fundraising event that truly walks the walk, powering NAMI through today's uncertain emotional climate into the important and inspirational work it does in our communities. NAMIWalks enters 2026 as one of the nation's Top 30 national event series for the fifth straight year, after raising a record-breaking \$15.8 million through 200 local Walks, presented by NAMI State Organizations and NAMI Affiliates. Constantly widening its embrace, the NAMIWalks program is poised to take its next step of growth in 2026.

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



Presenting Sponsor

\$25,000

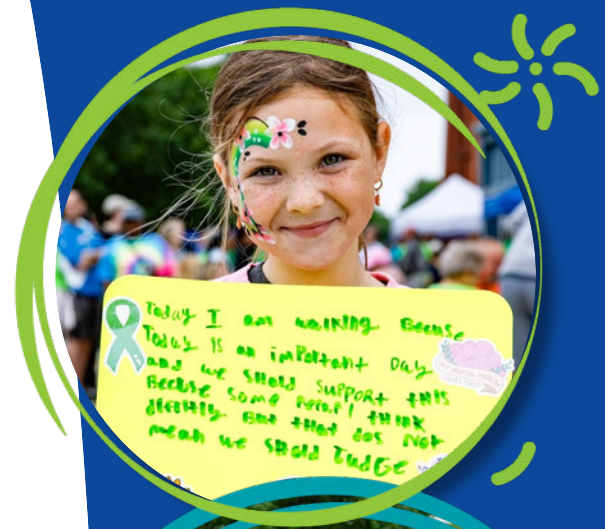


- Exclusive Sponsorship
- "Presented by" naming rights with logo included on select customized materials
- Walk Day video, filmed by the sponsor, shared on social media
- Logo featured on the overview screen of the fundraising app: Fundraise4NAMI
- Speaking opportunity at your local NAMIWalks event, during your choice of ceremony
- One dedicated electronic communication announcing sponsorship
- Opportunity for sponsor-provided promotional giveaway in gift bags (quantity needed: 200)**
- 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 2 tables 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
- Name recognition on 4 route signs*

Premier Sponsor

\$7,500

- Opportunity for sponsor-provided promotional giveaway in gift bags (qty. needed: 200)**
- 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 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
- Name recognition on 3 route signs*



♡ Walk with us!

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
- Name recognition on 2 route signs*

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
- Name recognition on 1 route sign*

Bronze Sponsor

\$1,000

- Exhibit space including table at your NAMIWalks event
- Promotion on social media and/or in newsletters (2 posts)
- Name recognition on NAMIWalks participant T-shirts*
- Name recognition on NAMIWalks event day signage*
- Logo recognition on local NAMIWalks website
- Name recognition on 1 route sign*

Supporter Sponsor

\$500

- Exhibit space including table at your NAMIWalks event
- Promotion on social media and/or in newsletter post event (1 post)
- Name recognition on NAMIWalks participant T-shirts*
- Name recognition on NAMIWalks event day signage*
- Logo recognition on local NAMIWalks website
- Name recognition on 1 route sign*

*Please note: some benefits subject to print deadlines.

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

***Opportunity to bring a branded or non-branded tent.

SPONSORSHIP TIERS OF IMPACT

at a glance

NAMIWalks is proud to help build better lives for people living in St. Louis region affected by mental health conditions. We are grateful to our partners for making this possible!

	Presenting \$25,000	Premier \$7,500	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	●					
One dedicated electronic communication announcing sponsorship	●					
Opportunity for sponsor-provided promotional giveaway in gift bags (quantity needed: 200)**	●	●				
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 with 6'x30" Table & 2 chairs***	Premium Location w/ 2 Tables & Tent***	Table & Tent***	Table & Tent***	Table & Tent***	Table & Tent	Table & Tent
Promotion on social media and/or in newsletters, pre and post event	6	5	4	3	2	1
Recognition on NAMIWalks participant T-shirts*	Large Logo	Large Logo	Medium Logo	Small Logo	Name	Name
Recognition on NAMIWalks event day signage*	Logo	Logo	Logo	Logo	Name	Name
Recognition on local NAMIWalks website	Logo	Logo	Logo	Logo	Logo	Logo
Name recognition on NAMIWalks route sign*	4	3	2	1	1	1

*In order to be included on all print materials commitments must be made by April 10.

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

***Opportunity to bring a branded or non-branded tent.

SPONSORSHIP COMMITMENT FORM

Yes! We are proud to support the 2026 NAMIWalks St. Louis 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 election below.

- | | | | |
|---|----------|--|---------|
| <input type="checkbox"/> Presenting Sponsor | \$25,000 | <input type="checkbox"/> Silver Sponsor | \$2,500 |
| <input type="checkbox"/> Premier Sponsor | \$7,500 | <input type="checkbox"/> Bronze Sponsor | \$1,000 |
| <input type="checkbox"/> Gold Sponsor | \$5,000 | <input type="checkbox"/> Supporter Sponsor | \$550 |

Company name: _____

Contact name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Website: _____

Email address: _____

- Check enclosed (please make payable to NAMI St. Louis)
- Credit card payments accepted online at www.namiwalks.org/stlouis
- Please send an invoice

-
- Yes, we plan to use our exhibit space on Walk Day:

Walk Day contact name: _____

Walk Day contact email: _____

- No, we do not plan to use our exhibit space on Walk Day.

-
- Yes, we would like to host a corporate team for NAMIWalks St. Louis:

Team name: _____

Team Captain name and email: _____

PLEASE MAIL SPONSORSHIP CHECKS TO:

NAMI St. Louis,
12125 Woodcrest Exec Dr, Ste 205,
St. Louis, MO 63141

PLEASE EMAIL SPONSORSHIP LOGO TO:

Jenna & Kennedy - events@namistl.org

NAMI St. Louis

314-833-7934 • www.namiwalks.org/stlouis

jarevalo@namistl.org • Tax ID #43-1143899

To learn more about NAMIWalks, visit 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.