Last year, 68 sponsors and over 4,500 walkers joined together in Minnehaha Park to raise awareness about mental illnesses and over $510,000 to support this work.

This year we will adapt this experience to fit our evolving world, retaining the essential components of community, courage, and hope.

EVERYWHERE, MN
Saturday, September 26 | 11am-3pm
NAMI Minnesota 2020: DIT* Walk

*Do–It–Together!

Our Movement, Your Way!
Our Movement, Your Way!
JOIN US AT THE LARGEST MENTAL HEALTH AWARENESS EVENT IN THE MIDWEST

Overview

NAMI Minnesota DIT Walk will bring together thousands of committed advocates to end discrimination and

We’ll have family teams, corporations, health systems, social services providers, student groups, and more.

We will comply with safe distancing and provide an experience that allows for movement of any kind and a feeling of community and togetherness.
New Audiences and Greater Exposure

This year, walkers will take the event into their own homes and neighborhoods, providing extensive access to their communities.

Signs will be up for weeks in walkers’ neighborhoods throughout the metro and state. Repeat viewings will happen every day. This year’s signs will have a reach more similar to billboards than to one-day event banners.

Mental illness is a flaw in CHEMISTRY not character

OCD is not about neatness. It is a legitimate illness.

In Memory of Deni Walton

PREMIER SPONSORS
Logo will appear on the reverse of EVERY sign.

PRESENTING SPONSORS
Will receive featured signs with their logo prominently displayed. Other Presenting sponsors will receive their own custom signs.

GOLD SPONSORS
Gold sponsors will receive text recognition on all messaging signs.

Example is not the final size. Logo sizes are approximate. Logos will not appear on tribute/memorial/individual sponsor signs.
### DIT Walk: Two Ways

#### 03 Walk Your Way

With the current state of the world, some of our walkers will want a simple way to participate. They will join for the opening and closing broadcast ceremonies. They will be invited to take pictures of themselves walking (or other movement) in their neighborhood or their home and share those photos on social media. They will also be invited to tour the works of the next group by car.

#### 04 Parade in Place

For the same reasons, some of our participants will choose to go “all in” for a creative, exciting, community-building experience with a unifying message. These folks will create parade floats of their own design in their front yard, outside their workplace, or at a local park, collaborating with others in the safe-distancing-sized group that is allowed at the time. We will provide resources for fun, exciting, outlandish front-lawn experiences. Think your own personal tropical island, or a flock of pink flamingoes, hundreds of pinwheels, chalk art, balloon sculptures, a hammock “nap garden” or a tree-to-tree zipline.
**Our Movement, Your Way!**
JOIN US AT THE LARGEST MENTAL HEALTH AWARENESS EVENT IN THE MIDWEST

New sponsorship benefits

<table>
<thead>
<tr>
<th>Premier</th>
<th>Presenting</th>
<th>Gold</th>
<th>T-shirt Hub</th>
<th>Silver</th>
<th>Start/Finish</th>
<th>Bronze</th>
<th>Supporter</th>
<th>Kilometer</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15K</td>
<td></td>
<td>$10K</td>
<td>$5K</td>
<td>$5K</td>
<td>$2.5K</td>
<td>$1K</td>
<td>$500</td>
<td>$250</td>
</tr>
</tbody>
</table>

- Representative to speak on Walk Day
- 30-sec testimonial in post-event wrap-up video
- Name listed on print ads and verbal recognition in radio ads as permitted
- Logos listed on reverse of ALL Walk Day messaging yard signs (not on tribute signs)
- Representative to speak on Walk Day Opening Call
- Representative to host a Coffee Kickoff
- Walk Day messaging yard signs for your staff/team members
- Logos listed on reverse of featured Walk Day messaging yard signs (not on tribute signs)
- Prominent logo placement on event posters
- Name listed on reverse of Walk Day messaging yard signs (not on tribute signs)
- One Instagram Live (agreed upon copy/creative)
- Logo on digital flyer
- Name recognition as the art (music/poetry) sponsor for one day during Walk Week
- Custom created corporate team fundraising page
- Logo in post-event wrap-up video
- Sponsor’s name included in press release
- Two social media posts (agreed upon copy/creative) Choice of platform: Instagram, Facebook, LinkedIn
- Logo on NAMI Walks T-shirt
- Name listed on event posters
- One LinkedIn post (agreed upon copy/creative)
- Name listed in weekly email communications
- Listing on NAMI Walks website and NAMI Minnesota website
- Acknowledgement during virtual walk day program
- Sponsor’s name or personal tribute, on yard sign (not on messaging signs)

Amy Britt, Special Events Coordinator | events@namimn.org

6.29.2020
Our Movement, Your Way!

Thanks to our 2019 signature sponsors:

PREMIER

Cigna

Allina Health | Mental Health
Debra Hohag Anderson
Dominium
Great River Energy
HealthPartners | Regions Hospital | Melrose Center
Hennepin Health

PRESENTING

BlueCross BlueShield

Hennepin Healthcare
Medica Foundation
Nexus | Youth and Family Solutions
PrairieCare
Teva Pharmaceuticals
UCare

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Our Movement, Your Way
JOIN US AT THE LARGEST MENTAL HEALTH AWARENESS EVENT IN THE MIDWEST

Thank you for your crucial support!

Choose level

PREMIERE $15,000
PRESENTING $10,000
GOLD $5,000
T-SHIRT HUB $5,000
SILVER $2,500
START/FINISH $1,500
BRONZE $1,000
SUPPORTER $500
KILOMETER $250

Confirm details

Sponsor

Contact Person

Email

Day phone

Billing address

City, State, Zip

Please invoice me
Payment enclosed

Check payable to NAMI Minnesota
Credit card:

Credit Card #:
Exp. date:
CVV:

Name on card:

Signature:

Amy Britt, Special Events Coordinator | events@namimn.org