As we continue to combat the impacts of COVID-19 on our community’s mental health and the stigma surrounding mental illness, we are expanding our efforts to provide advocacy, education, support, and public awareness so that individuals and families affected by mental illness can build better lives. Our work to improve mental well-being is needed now, more than ever before.

To help address the needs of our communities, NAMI-NYS and affiliates will be hosting a Mental Health Awareness Day event on May 21st from 10 am to 2 pm, at Washington Park in Albany. The event will include a mental health march around the park and a resources and activity fair. We invite your business to partner with us and learn how to make an impactful difference within your company and in your community!

Supporting Mental Health Awareness Day grants your business a spotlight through marketing to both the Capital Region area and a statewide audience, while supporting NAMI-NYS’s vision for a world where all people affected by mental illness live healthy, fulfilling lives supported by a community that cares.

**SPONSORSHIP OPPORTUNITIES**

**Green Ribbon Sponsor $5,000**
- Prominent logo recognition on event signage and entrance banner
- Full Page ad in event program
- Prominent logo recognition on NAMI-NYS Social Media and event promotions
- Prominent logo recognition on website
- Prominently placed tabling opportunity to display company materials and promotional items at event

**Hope Sponsor $2,500**
- Logo recognition on event signage
- 1/2 Page ad in event program
- Logo recognition on NAMI-NYS Social Media and event promotions
- logo recognition on website
- Tabling opportunity during event to display company materials and promotional items

**Help Sponsor $1,000**
- Company name listing recognition on event signage
- 1/4 Page ad in event program
- Company name listed on NAMI-NYS Social Media
- Company name listed on website
Vendor Booth - $250

- 10 ft vendor area (including 6-8ft table and 2 chairs) opportunity during event to display company materials and promotional items
- Listing in event program

In-Kind Donation

As an In-kind donor, you will enjoy recognition during the awareness initiative you are supporting on our gratitude wall based on the value of your donation. We have need for the following products/services:

Individual Gift

Show your support directly to NAMI Capital Region, NY with a personal financial gift that will be recognized on our gratitude wall and on the NAMI Capital Region website. You may call us directly to make your donation or do so our website at https://namicapitalregionny.org/get-involved/donate/

Here are some ways we put your donation to work:

- Continue our strong public advocacy, demanding improved services for persons with mental illness and their families
- Address the insensitivity to persons with mental illness found in the Criminal Justice system
- Increase public awareness through brochures, videos, the internet and publications
- Bring you the latest information on research, treatment and important mental health issues through our newsletter, this website, workshops and events
- Conduct programs of education for families and mental health care consumers, such as Family-To-Family and Peer-To-Peer
- Promote Anti-stigma Awareness through teaching tools used in all grade levels, watchdogging the entertainment industry; use of media, and training health professionals and community leaders
- Continue to support the work of our local affiliates on behalf of persons with mental illness and their families throughout New York State.

* Your donation may be tax deductible, please consult your Tax advisor

Contact Information

For more information, please contact Cassandra Farrugia, NAMI-NYS Associate Director of Communications & Outreach at Cassandra@naminys.org or 518-462-2000.

For Mental Health support, education & resources contact NAMI-NYS at 518-462-2000, email info@naminys.org, visit naminys.org.
Sponsor Registration Form

Please complete this form and email it to Cassandra Farrugia, NAMI–NYS Associate Director of Communications & Outreach, at Cassandra@naminys.org.

BUSINESS NAME : 

ADDRESS:

PHONE NUMBER:

CONTACT NAME:

CONTACT TITLE:

CONTACT EMAIL:

SPONSORSHIP OPTIONS

☐ Green Ribbon Sponsor–$5,000
☐ Hope Sponsor – $2,500
☐ Help Sponsor – $1,000
☐ Vendor Booth– $250

PAYMENT INFO

Cash ☐  Check ☐  Credit Card ☐  Money Order ☐  Invoice Me ☐

Total Amount Enclosed $__________________________________________

CREDIT CARD INFO

Visa ☐  Mastercard ☐  American Express ☐  Discover ☐

Name on Card_________________________________________________

Card Number _________________________________________________

Expiration Date _______________________________  CVC __________________