



August 17, 2015

Mr. Bob Stark
Bridges Northern Kentucky Brain Injury Support Group
Covington, KY 41011

Dear Mr. Stark:

In honor of World Mental Health Day, NAMI Northern Kentucky is hosting its **5th annual *Steps Against Stigma* walk on Saturday, October 10, 2015** at Pioneer Park in Covington, KY. *Steps Against Stigma* is designed to educate our community about mental illness, reduce stigma and raise financial resources to **provide education and support services to individuals with mental illness and their caretakers at no cost.**

You likely know someone suffering from mental illness. Research shows that one in four people will experience some sort of mental health issue in their lifetime. One in 17 people live with a serious and persistent mental illness that impairs their ability to hold a job and many of the normal activities of daily living. **This equates to 94,644 people in Northern Kentucky. The services offered by NAMI Northern Kentucky are often the only lifeline offered to the families and the ill.**

You can help by participating as a sponsor of this year's *Steps Against Stigma*. Enclosed is a listing of sponsor levels. If you have any questions or need more information, please contact **Dorothy Best, NAMI Northern Kentucky Executive Director, at 859-392-1730 or dbest@naminky.org.**

Your support of NAMI Northern Kentucky will allow us to empower those affected by mental illness and their families to improve the quality of their lives of those in our community. Thank you in advance for considering a sponsorship for the 2015 *Steps Against Stigma*, we would truly appreciate your support.

Sincerely

Dorothy Best
Executive Director
NAMI Northern Kentucky



Saturday, October 10, 2015

Listed below are sponsorship opportunities we hope you and your company will consider to help us make this year's Steps Against Stigma the best and most profitable ever.

_____ \$5,000 PLATINUM SPONSOR

This sponsor will be prominently recognized in media communications and event website. Benefits will also include your corporate logo on t-shirts, webpage, signage and advertisement at the event. This sponsor will also receive 15 walker admissions (includes lunch and a t-shirt for each walker). NAMI NKY personnel will offer two one-hour events at Donor's business on mental illness, e.g. health fairs, information presentations.

_____ \$2,500 GOLD SPONSOR

This sponsor will be recognized in media communications and event website. Benefits will also include your corporate logo on t-shirts, webpage, signage and advertisement at the event. This sponsor will also receive 12 walker admissions (includes lunch and a t-shirt for each walker). NAMI NKY personnel will offer one one-hour event at Donor's business on mental illness, e.g. health fairs, information presentations.

_____ \$1,000 SILVER SPONSOR

This sponsor will be recognized in media communications and event website. Benefits will also include your corporate logo on t-shirts, webpage, signage and advertisement at the event. This sponsor will also receive 7 walker admissions (includes lunch and a t-shirt for each walker).

_____ \$500 BRONZE SPONSOR

Benefits include your corporate name on t-shirts, webpage, signage and advertisement at the event. This sponsor will also receive 5 walker admissions (includes lunch and a t-shirt for each walker).

_____ \$250 COPPER SPONSOR

Benefits include your corporate name on t-shirts, webpage, signage and advertisement at the event. This sponsor will also receive 3 walker admissions (includes lunch and a t-shirt for each walker).

_____ \$100 PEWTER SPONSOR

Benefits include your corporate name on t-shirts, webpage, signage and advertisement at the event. This sponsor will also receive 2 walker admissions (includes lunch and a t-shirt for each walker).

_____ \$75 SIGN SPONSOR

Benefits include your corporate name on webpage, signage and advertisement at the event.

_____ In Kind Donation for walk event/raffle prizes _____

(Goods, services, promotional items, etc. All items are needed and appreciated. Arrangements can be made to pick up your donations)

T-Shirt deadline: August 10

Website recognition: upon receipt of payment

Need more information or have questions, call Dorothy Best at 859-392-1730 or dbest@naminky.org

Yes, I would like to help NAMI NKY make this the best *Steps Against Stigma* ever.

Company or Individual Name: _____ Date: _____

Contact Name: _____ Phone: _____

Address: _____
Street City State Zip

Email Address: _____

T-shirts included in sponsorships: please mark the sizes below. Names of walkers: send to lwippel@naminky.org

____YS ____YM ____YL ____Small ____Medium ____Large ____XL ____XXL ____XXXL

Checks can be made payable to NAMI NKY, 303 Court Street, Suite 707, Covington, KY 41011

Online Registration for additional Walkers/Teams and Personal Fundraising Pages now available

<http://www.firstgiving.com/NAMINKY/steps-against-stigma>



Steps Against Stigma

Walk

October 10, 2015

Pioneer Park

3951 Madison Pike

Covington, KY 41017

In honor of World Mental Health Day, NAMI Northern Kentucky is hosting its fifth annual "Steps Against Stigma" Walk on Saturday, October 10, 2015 at 10:00 am.

This is a walk and picnic event designed to educate the public about mental illness, reduce stigma and raise financial resources so we may provide education and support services to individuals with mental illness and their families and caretakers at no cost.

Registration @ 10:00 am Walk Starts @ 11:00 am Picnic Starts @ 12:00 pm

Walker (no T-shirt) \$10

Walker (with T-shirt) \$20

Online registration and personal fundraising pages available at:

<http://www.firstgiving.com/NAMINKY/steps-against-stigma>

First 100 people

who register will receive a free
NAMI NKY water bottle!

Top 100 Fundraisers

will receive a Free NAMI NKY
drawstring backpack with useful
items like stylus pen, water bottle





Support Groups

As of February 2015



NAMI Connection is a weekly recovery support group for people living with mental illness in which people learn from each others' experiences, share coping strategies, and offer each other encouragement and understanding.

1st Monday of the month

6:30 - 8:00 p.m.

P.I.E.R.

1002 10th St. at Monmouth St.

Newport KY 41075



NAMI Family & Friends Support Group is a peer-led support group for family members, caregivers and loved ones of individuals living with mental illness.

NAMI FoCAS Support Group is a peer-led support group for caregivers of children with symptoms of mental illness.

Both Support Groups meet

1st & 3rd Tuesdays of the month

7:00 - 8:30 p.m.

Erlanger Christian Church

27 Graves Avenue

Erlanger KY 41018