

2026

**SPONSORSHIP
PACKAGES**



National Alliance on Mental Illness

Colorado Springs

OUR MISSION

NAMI Colorado Springs creates and cultivates a welcoming community of peers who educate, support and advocate for people and families living with mental health conditions.

OUR VISION

Anyone who struggles with a mental health condition can find support, treatment, healing and greater well-being in a community that's free from stigma.



WHY SPONSOR

NAMI COLORADO SPRINGS

Founded in 1983 by two mothers of adult children with serious mental illness, NAMI Colorado Springs today is the region's go-to resource for peer support. For family members and those living with mental health conditions, we provide multi-week classes, regular drop-in groups, resources and referrals. We also deliver training and mental health education to demographics ranging from high school students to law enforcement officers. All programs are offered at no cost and led by staff members and trained volunteers with lived experience, providing evidence-based sources of education and connection within a powerful complement to clinical services.

6,119

PEOPLE
REACHED
IN 2025

15

EDUCATION
& SUPPORT
PROGRAMS

140+

VOLUNTEERS

98%

of group participants say they receive support at NAMI Colorado Springs that they can't get anywhere else

98%

of survey respondents say they would recommend their NAMI Colorado Springs program to others

NAMIWalks MENTAL HEALTH & WELLNESS FEST

Saturday, May 9 · 10 a.m.
Panorama Park

Held in the middle of Mental Health Awareness Month, the NAMIWalks Mental Health & Wellness Fest celebrates perseverance, community and hope. In 2025, more than 400 people — partners, families, advocates and volunteers — gathered at beautiful Panorama Park to play games, visit booths, walk a few loops and show solidarity with those navigating mental health conditions. The NAMI Colorado Springs walk is one of more than 160 such events nationwide each year, and money raised through sponsorships and peer-to-peer fundraising stays local to support the work of NAMI Colorado Springs.



SPONSORSHIP OPPORTUNITIES

SPONSOR BENEFIT	OPTIMISM SPONSOR	HEALTH & WELLNESS SPONSOR	RESILIENCY SPONSOR	SUPPORTER SPONSOR	ON-SITE VENDOR
	\$7,500	\$5,000	\$2,500	\$1,000	\$100
Special introduction & opportunity to address all guests from event stage	Yes	-	-	-	-
Individualized callout from event stage	Yes	Yes	-	-	-
Sponsor signage/banners	Logo (prominent placement)	Logo (secondary placement)	Logo	Name	-
Event T-shirts	Logo (prominent placement)	Logo (secondary placement)	Name	Name	-
Walk emails	Logo	Logo	Logo	Name	-
NAMIWalks website	Logo	Logo	Logo	Logo	-
Exhibit space to fit table & tent*	Prominent placement	Secondary placement	Standard	Standard	Standard

*Sponsor provides their own table and tent unless a special arrangement has been made with NAMI.

TO SECURE A SPONSORSHIP OR
REQUEST MORE INFORMATION:

719.473.8477 · namiwalks@namicos.org

NAMI COMMUNITY BREAKFAST

Thursday, October 15 · 7:30 a.m.
DoubleTree Hotel

At NAMI Colorado Springs' biggest fundraiser of the year, community-minded leaders from business, health care and other sectors "captain" tables of 10. Last year, 600-plus individuals woke up early to enjoy a hot breakfast, connect with each other, and get inspired through stories of resilience and hope. While there's a fundraising "ask" at the end — with all donations and sponsorships supporting NAMI Colorado Springs' no-cost mental health services — registration is free.



SPONSORSHIP OPPORTUNITIES

SPONSOR BENEFIT	YOU ARE NOT ALONE SPONSOR	POSITIVITY SPONSOR	OPTIMISM SPONSOR	HOPE SPONSOR	SELF-CARE SPONSOR	ADVOCATE SPONSOR
	\$20,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000
Special introduction & opportunity to address all guests from event stage	Yes	-	-	-	-	-
Advertisement in printed program	Full-page	Half-page	-	-	-	-
Informational pieces/ promotional items at each guest's place setting	Two	One	-	-	-	-
Individualized callout from the event stage	Yes	Yes	Yes	-	-	-
Table of 10 guests & logo on table	Prominent placement	Prominent placement	Prominent placement	Standard placement	-	-
Written communications	Logo on front and back covers of printed program; event invitations; event signage; all breakfast emails; NAMI homepage	Logo on back cover of printed program; event signage; all breakfast emails; NAMI website	Logo on back cover of printed program, all breakfast emails, NAMI website	Logo on back cover of printed program, all breakfast emails, NAMI website	Logo on back cover of program, at least three breakfast emails, NAMI website	Name on back cover of program, at least two breakfast emails, NAMI website
Resource table outside ballroom	Yes	Yes	Yes	Yes	Yes	-

IN-KIND SPONSORSHIP

Benefits available for donations of event-related goods and services

**TO SECURE A SPONSORSHIP OR
REQUEST MORE INFORMATION:**

719.473.8477 · breakfast@namicos.org

GET MORE FOR LESS

Have we mentioned that while we get some program curricula from NAMI National, we're a standalone 501c3 responsible for all our own fundraising?

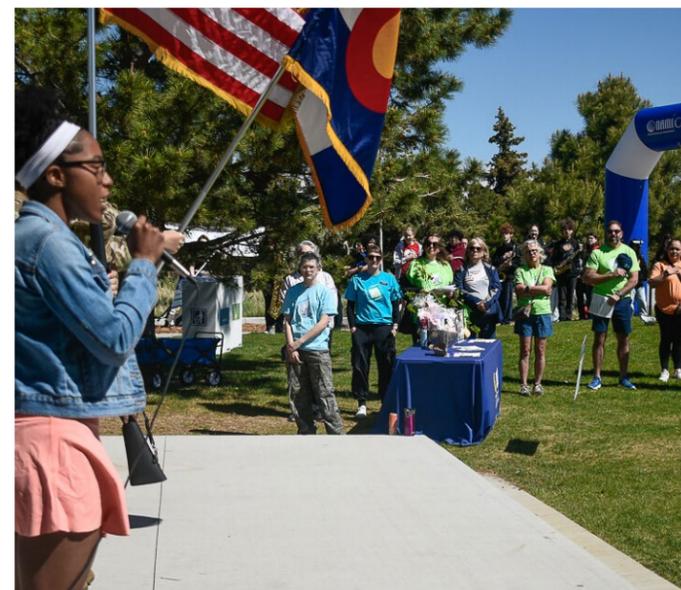
NAMI
BREAKFAST



NAMIWALKS
MENTAL
HEALTH &
WELLNESS
FEST

Together, our May walk and October breakfast generate about one-third of NAMI Colorado Springs' annual revenue. To show our appreciation for organizations that choose to sponsor both, we offer a walk discount of 20 percent.

Please contact Emily Brady or Kirk Woundy, NAMI's co-CEOs, at 719.473.8477 for more information.



MORE WAYS TO SUPPORT NAMI

Knowing that 1 in 5 of us will experience a mental health condition this year, we must be creative in identifying new avenues of support for our no-cost, peer-led programming. To the right are three partnership opportunities — all of which are new to 2026 — outside of event sponsorships. We're open to others, too. If you would like to brainstorm or suggest another way to partner in supporting NAMI, please contact Emily Brady or Kirk Woundy, NAMI's co-CEOs, at **719.473.8477**.



\$10,000

NAMI NEWSLETTERS

Monthly via email, and twice annually through the mail, NAMI Colorado Springs shares news, stories and updates with donors, program alumni, community leaders and others. The monthly email newsletter reaches more than 5,300 individuals, with an average 50 percent open rate. The print newsletter, a full-color, four-page mailer on glossy paper stock, goes to between 2,000 and 2,500 households and offices in the spring and fall. As our newsletter sponsor, your business will be thanked, with logo and tagline included, in each published issue and also featured among the “Partners and supporters” on our website.



\$4,000

SUPPORT GROUP REFRESHMENTS

In 2025, NAMI Colorado Springs' support groups met 208 times, with up to 15 people attending any given group. To help put them at ease — especially when dropping into a group for the first time — we try to have individually packaged snacks and non-alcoholic drinks on hand. With this sponsorship, you will be identified and thanked at every resource table on signage that includes your logo. You will also be included among the “Partners and supporters” listed on our website.



VALUE VARIES

NAMIWALKS AUCTION ITEM

For the first time last year, we made available a handful of donated items with values of \$100 or more — including an overnight stay at a mountain resort, gift baskets from local salons, and massage gift certificates — via silent auction at our NAMIWalks event. We plan to offer a greater number at our 2026 walk. Available items (and the businesses that donated them) will be promoted to more than 5,000 people via email in the lead-up to the event and from the stage on May 9, and also called out in post-event messaging.



THANK YOU

for considering a mental
health partnership with NAMI
Colorado Springs!



-  NAMIColoradoSprings
-  namicosprings
-  719.473.8477

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