

2022 PARTERSHIP OPPORTUNITIES



WHY PARTNER WITH NEDA?

Connect to a diverse audience through digital marketing, logo recognition, and more - eating disorders affect people of all backgrounds.

Reach more than 342K responsive followers across major social media platforms.

Establish and strengthen community relationships through unique and engaging event experiences.

Promote social responsibility by supporting a cause that affect 30 million Americans and their loved ones.

Last year, our partners helped us provide vital resources to millions of people through our helpline, online screening, toolkits, and more.

A PUBLIC HEALTH CRISIS

30 million Americans will suffer from a life-threatening eating disorder.

Every 52 minutes, someone dies as a direct result of an eating disorder.



58% increase in Helpline calls serviced in 2021.

OUR MISSION

As the leading nonprofit in the field, NEDA supports individuals and families affected by eating disorders, and serves as a catalyst for prevention, cures, and access to quality care.

OUR PROGRAMS AND RESOURCES

NEDA Information & Treatment Option Helpline is a toll-free, confidential national helpline that provides treatment options, insurance guidance, and many more resources to those in need.

Feeding Hope Fund for Clinical Research provides grants to clinical researchers focusing on innovative treatment, prevention, and training research.

Online Eating Disorder Screening assesses warning signs of an eating disorder.

NEDA Toolkits provide accessible information and resources on a variety of issues surrounding eating disorders.

The NEDA Gala is an annual gala that honors individuals who have gone above and beyond to support the field of eating disorders and the NEDA work. **Fall date TBD**

The NEDA Walks take place in more than 50 communities across the United States and raises awareness and vital funds to support NEDA's programs and services. **Year-Around**

National Eating Disorders Awareness Week (NEDAW) provides information, resources, and messages promoting early intervention, hope, and recovery for the largest eating disorders outreach effort in the nation. **February 21st – 27th, 2022**






















































NEDACon are regional conferences designed to bring together individuals and loved ones who are experiencing eating disorders or wanting to learn more about eating and body image issues. Our conferences are a great way to connect with others. **Fall date TBD.**

Body Acceptance Week provides resources, education, and support for those experiencing body dissatisfaction and its associated risk factors. **September 25th – October 1st, 2022**























PARTNERING WITH NEDA IS GOOD FOR YOUR BUSINESS!

Through a robust partnership, you will be able to leverage the strength and trust NEDA has earned among the eating disorders community, maximize your reach through our social media, website, and events to reinforce your leadership in the field.

2022 NATIONAL PARTNERSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	National \$75,000	Leadership \$50,000	Champion \$30,000	Commitment \$20,000	Recovery \$10,000
NEDA Walk – Year-Around					
Number of Walks	50+	35	25	15	10
On-stage recognition during event program at sponsorship level	 <i>National Sponsor</i>	 <i>Leadership Sponsor</i>	 <i>Champion Sponsor</i>	 <i>Commitment Sponsor</i>	 <i>Recovery Sponsor</i>
Speaker on event day					
Logo predominantly listed and hyperlinked on NEDA Walk event website					
Logo printed on event Tote Bag at sponsorship level	 <i>National Sponsor</i>	 <i>Leadership Sponsor</i>	 <i>Champion Sponsor</i>	 <i>Commitment Sponsor</i>	 <i>Recovery Sponsor</i>
Tote Bag Inserts	3	2	2	1	1
On-stage recognition during event program at sponsorship level	 <i>National Sponsor</i>	 <i>Leadership Sponsor</i>	 <i>Champion Sponsor</i>		
On-screen logo recognition & shout out during event program				Name Only	Name only
Exhibitor space at NEDA Walk (1 table and 2 chairs) will be provided by NEDA					
Logo on NEDA Walk t-shirts , provided to all participants at sponsorship level	 <i>National Sponsor</i>	 <i>Leadership Sponsor</i>	 <i>Champion Sponsor</i>	 <i>Commitment Sponsor</i>	 <i>Recovery Sponsor</i>
Social media acknowledgement of support level across NEDA's main social media platforms – reaching over 342K responsive followers (varies depending on number of events selected)	 <i>National Sponsor</i>	 <i>Leadership Sponsor</i>	 <i>Champion Sponsor</i>	 <i>Commitment Sponsor</i>	 <i>Recovery Sponsor</i>
Logo on NEDA Walk email blasts , reaching a two-hour radius of walk location (eight total messages)		35 Walks	25 Walks	15 Walks	10 Walks
Logo hyperlinked on NEDA Walk email blasts				Name only	Name Only
Campus Warriors – Year Around					
Number of Campuses	40+	30	20	10	5
Logo on Campaign Website at sponsorship level with hyperlink to company website				Name Only	Name Only
Logo on CW T-shirts					

2022 NATIONAL PARTNERSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	National \$75,000	Leadership \$50,000	Champion \$30,000	Commitment \$20,000	Recovery \$10,000
NEDA AWARENESS WEEK (NEDAW) – February 21 through 27, 2022					
Logo on event signage					
Logo MyNeda.org NEDAW campaign website				Name Only	Name Only
Thank you post to appear on Facebook and Instagram	2	1	1	1	1
NEDACon – Fall 2022					
Conference Attendees	3	2	2	1	1
Tote Bag Inserts	3	2	2	2	1
Logo on website with hyperlink to company site				Name Only	Name Only
Speaker or Panelist at event					
Body Acceptance Week – September 25 through October 1, 2022					
Company logo on sponsor page of MyNEDA.org				Name Only	Name Only
Logo with hyperlink to company site on campaign website			Name with hyperlink	Name Only	Name Only
One thank-you post to appear on Facebook and Instagram with other sponsors					
Logo and hyperlink on standalone Body Acceptance emails			Logo only	Name only	

Sponsorship Commitment Form

Select Sponsor Information

- \$75,000 **National**
- \$50,000 **Leadership**
- \$30,000 **Champion**
- \$20,000 **Commitment**
- \$10,000 **Recovery**

Company Contact:		Title:
Company/Organization:		
Street Address:		
City:	State:	Zip:
Phone:	Email:	
Web Address:	Other:	

Authorized Signature: _____ Date: ____/____/____

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Payment Method

<input type="checkbox"/> Check (<i>Made Payable to NEDA</i>)	<input type="checkbox"/> American Express	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard
Card No.:		Expiration Date:	
Name on card (<i>Please Print</i>):		Credit Card Security Code (CVV):	
Authorized Signature:			
Billing Address (<i>If Different from Above</i>):			

Mail this form with your sponsorship to:

National Eating Disorders Association
 3308 Preston Rd. Suite 380, PMB111
 Plano, TX 75093

Or scan & send this form with payment information and company logo to the Walks team at walks@myneda.org. The Walk team will be in contact with you to determine your walk sites. Thank you.

*Please note that in the event of unforeseen consequences, NEDA Walks Sponsorships are nonrefundable. *The National Eating Disorders Association is a 501(c) (3) not-for-profit organization – Federal Tax ID#: 13-3444882. Your contribution is tax-deductible to the full extent of the law. Please consult your tax advisor and/or IRS Publications to verify deductibility.