



# 2020 SPONSORSHIP PACKET

## WHY SPONSOR A NEDA WALK

- Connect to a **diverse audience** through digital marketing, logo recognition, and more - *eating disorders affect people of all backgrounds*
- Reach over **260K responsive followers** across major social media platforms
- Establish and strengthen **community relationships** through intimate in-person event experiences
- Promote **social responsibility** by supporting a cause that affects 30 million Americans and their loved ones
- **Save a life.** Last year, our sponsors helped us provide life-saving resources to millions of people through our Helpline, Online Screening, Toolkits, and more

## A PUBLIC HEALTH CRISIS

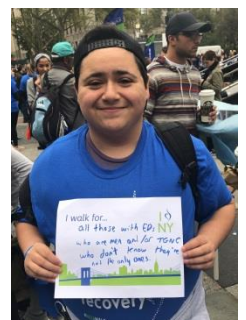
30 million Americans will suffer from a life-threatening eating disorder.































40-60% of elementary school girls are concerned about becoming fat. This concern endures through life.

## WHY I WALK

*“My favorite part about the NEDA Walk is seeing people I know and meeting people I don’t, but ultimately knowing we’re in this together. Visibility is vital to end stigma.” – Sandy, NYC*



# SPONSORSHIP LEVELS & BENEFITS

BENEFITS	LEVELS				
	Presenting Sponsor (\$5,000)	Advocate (\$2,500)	Ally (\$1,000)	Friend (\$500)	Booster (\$250)
<b>On-stage recognition</b> during event program as <i>Presenting Sponsor</i>					
Social media acknowledgement of support as <i>Presenting Sponsor</i> across NEDA's main social media platforms – <b>reaching over 261.5K followers via Facebook, Instagram, and Twitter</b>					
<b>Logo predominantly listed and hyperlinked</b> on NEDA Walk event website					
Logo <b>hyperlinked</b> on NEDA Walk email blasts					
Social media acknowledgement of support on NEDA Walk <b>Facebook event</b> page					
Logo <b>hyperlinked</b> on event website					
Logo on NEDA Walk banner and event signage					
Logo on NEDA Walk <b>email blasts, reaching a 2 hour radius of walk location (8 total messages)</b>					
Logo on NEDA Walk t-shirts, provided to all participants					
Company logo on NEDA Walk flyers, distributed to local schools, community centers, businesses, etc.					
Company logo displayed on event website					
Exhibitor space at NEDA Walk <i>(1 table and 2 chairs will be provided by NEDA)</i>					

**COMMITMENT DEADLINES:**  
 Exhibitor space at walk: 1 week before event  
 Logo on t-shirts & printed materials: 4 weeks before event

**NEDA WALK SOCIAL MEDIA REACH:  
 OVER 261.5K FOLLOWERS**

 107.3K
  115K
  39.2K

## 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

**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.

**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.

**NEDACon** regional conferences are 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 looking for information and support.

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

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

**NEDA's Legislative and Regulatory Advocacy Efforts** center on awareness, education, training, early intervention, and prevention programs, funding for research, and improved access for the treatment of eating disorders.

**The Body Project** is an early intervention program that provides tools and skills to confront unrealistic beauty ideals and develop healthy body image and self-esteem.

**Online Eating Disorder Screening** assesses warning signs of an eating disorder. This screening is not a replacement for clinical evaluation.

**NEDA Walks** unite communities and raise awareness and vital funds to support NEDA's programs and services.



# SPONSORSHIP COMMITMENT FORM

NEDA Walk City and State: \_\_\_\_\_

### Select Sponsorship Level:

- \$5,000 **Presenting Sponsor**
- \$2,500 **Advocate**
- \$1,000 **Ally**
- \$500 **Friend**
- \$250 **Booster**

### Sponsor Information

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

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

### 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 donation to:** National Eating Disorders Association  
 1500 Broadway, Suite 1101  
 New York, NY 10036

**Or scan & send this form with payment information and company logo to National Walks Director Jessica Hickman at [jhickman@myneda.org](mailto:jhickman@myneda.org)**

\*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.