



Virtual Edition

NEDA Sponsorship Packet

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 288K 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 affects 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.



UP TO
60%

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

WHY I (VIRTUALLY) NEDA WALK

"I NEDA Walk because my community still needs me and I really need them, especially now. Eating disorders don't go away because of a pandemic, so we need to fight our hardest, together."

- Virtual NEDA Walker

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.

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.

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.

Weight Stigma Awareness Week (WSAW) works to raise awareness and educate the community how weight stigma and weight discrimination affect people of all sizes and how we can work together with a unified voice to eliminate stigma and discrimination based on body size.

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

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

The Warrior Experience is a virtual celebration of hope, strength, and recovery for brave fighters to come together to create a stronger sense of community.

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.

NEDA PARTNER OPPORTUNITIES

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.

Partnering with NEDA can complement your marketing strategy and boost your presence and work in the eating disorders community. We ask that you stand with us and support the rising need for awareness and resources to sustain vital programs through our comprehensive sponsorship virtual platforms.

Leadership Level Sponsor - \$25,000

Benefits include sponsorship of the Fall NEDA Walk, the Warrior Experience, NEDACon and Weight Stigma Awareness Week.

Ultimate Warrior Sponsor Benefit Package

- Logo on event websites
- Opportunity to provide speaker or panelist
- Opportunity to include two digital materials in the Virtual Tote Bag
- On-Screen logo recognition and shout-out during event program
- Logo on event t-shirts, distributed to qualifying participants
- Logo recognition on email blasts, reaching NEDA's national database
- Inclusion on social media "thank you posts"



November 7th, 2021

Warrior Sponsor Benefit Package

- Logo on event website with hyperlink to company website
- Opportunity to provide speaker or panelist
- Opportunity to include digital materials in Virtual Tote Bag
- On-Screen logo recognition and shout-out during event
- Logo on event t-shirt, distributed to qualifying participants
- Logo recognition and hyper link on promotional email blasts
- Inclusion on social media "thank you posts"



June 27th, 2021

Tote Bag Sponsor Benefit Package for TWO Events

Spring NEDACon 2021 - Mid-May through June

Fall NEDACon 2021 - Mid-October through November

- Opportunity to include two PDF brochures in the Virtual Tote Bag for attendees and viewers to download
- Logo on event websites



Weight Stigma Awareness Week Benefit Package

- Logo and hyperlink on WSAW webpage with an active link
- One thank-you post to appear on Facebook and Instagram with other sponsors
- Logo and hyperlink on standalone WSAW emails

NEDA Website Recognition

- Logo on sponsor page

To learn more about NEDA and our work, please visit us at nationaleatingdisorders.org

Sponsors may be required to meet deadlines to receive full benefits listed. All content is subject to NEDA approval. We reserve the right to decline speakers and content that do not align with our community guidelines and organizational values.

DID YOU KNOW?

Eating Disorders are widely misunderstood illnesses and support options are often not widely accessible.

Champion Level Sponsor - \$15,000

Benefits include sponsorship of the Fall NEDA Walk, the Warrior Experience, NEDACon and Weight Stigma Awareness Week.

Advocate Sponsor Benefit Package

- Logo on event websites
- Opportunity to include one digital material in the Virtual Tote Bag
- On-Screen logo recognition and shout-out during event program
- Logo on event t-shirts, distributed to qualifying participants
- Inclusion on social media “thank you posts”



November 7th, 2021



June 27th, 2021

Advocate Sponsor Benefit Package

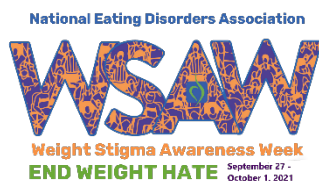
- Logo on event website with hyperlink to company website
- Opportunity to include digital materials in Virtual Tote Bag
- On-Screen logo recognition and shout-out during event
- Logo on event t-shirt, distributed to qualifying participants
- Inclusion on social media “thank you posts”

Tote Bag Sponsor Benefit Package for ONE Event

Spring NEDACon 2021 - Mid-May through June

Fall NEDACon 2021 - Mid-October through November

- Opportunity to include two PDF brochures in the Virtual Tote Bag for attendees and viewers to download
- Logo on event websites



Weight Stigma Awareness Week Benefit Package

- Logo and hyperlink on WSAW webpage
- One thank-you post to appear on Facebook and Instagram with other sponsors

NEDA Website Recognition

- Logo on sponsor page

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DID YOU KNOW?

Eating Disorders can affect individuals of all genders, ages, races, religions, ethnicities, sexual orientations, body shapes and weights.

Commitment Level Sponsor - \$10,000

Benefits include sponsorship of the Fall NEDA Walk, the Warrior Experience, NEDACon and Weight Stigma Awareness Week.

Fighter Sponsor Benefit Package

- Logo on event websites
- Opportunity to Include one digital material in the Virtual Tote Bag
- On-Screen logo recognition
- Inclusion on social media “thank you posts”



November 7th, 2021



June 27th, 2021

Fighter Sponsor Benefit Package

- Logo on event website with hyperlink to company website
- Opportunity to include digital materials in Virtual Tote Bag
- On-Screen logo recognition
- Logo on event t-shirt, distributed to qualifying participants
- Inclusion on social media “thank you posts”

Tote Bag Sponsor Benefit Package for ONE Event

Spring NEDACon 2021 - Mid-May through June

Fall NEDACon 2021 - Mid-October through November

- Opportunity to include one PDF brochure in the Virtual Tote Bag for attendees and viewers to download
- Logo on event websites



Weight Stigma Awareness Week Benefit Package

- Logo on WSAW webpage
- One thank-you post to appear on Facebook and Instagram with other sponsors

NEDA Website Recognition

- Logo on sponsor page

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DID YOU KNOW?

Eating Disorders have the second highest mortality rate of all mental health disorders, surpassed only by opioid addiction.

Recovery Level Sponsor - \$5,000

Benefits include sponsorship of the Fall NEDA Walk, the Warrior Experience, NEDACon and Weight Stigma Awareness Week.

Supporter Sponsor Benefit Package

- Logo on event websites
- Opportunity to Include one digital material in the Virtual Tote Bag
- On-Screen logo recognition



November 7th, 2021



June 27th, 2021

Supporter Sponsorship Benefit Package

- Logo on event website
- Opportunity to include digital materials in the Virtual Tote Bag
- On-Screen logo recognition

Tote Bag Sponsor Benefit Package for Fall Event

Fall NEDACon 2021 - Mid-May through June

- Opportunity to include one PDF brochure in the Virtual Tote Bag for attendees and viewers to download
- Logo on event website



Weight Stigma Awareness Week Benefit Package

- Logo on WSAW webpage

NEDA Website Recognition

- Logo on sponsor page

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NEDA SPONSORSHIP COMMITMENT FORM

Sponsorship Level:

\$25,000

\$15,000

\$10,000

\$5,000

Sponsor Information:

COMPANY NAME:

COMPANY CONTACT:

STREET ADDRESS:

CITY, STATE, ZIP:

PHONE NUMBER:

WEB ADDRESS:

AUTHORIZED SIGNATURE:

DATE:

Payment Method:

Credit Card

Check payable to "NEDA"

CARD NUMBER:

EXPIRATION DATE:

CVV:

NAME ON CARD (PRINT):

AUTHORIZED SIGNATURE:

BILLING ADDRESS:

If different from above

Mail this form with your donation to:

National Eating Disorders Association
Attn: NEDA Walks
1500 Broadway, Suite 1101
New York, NY 10036

Or scan and send this form with payment information and company logo to Director of Community Engagement and Fundraising Joan DeFilippo jdefilippo@nationaleatingdisorders.org.

*Please note that in the event of unforeseen circumstances, NEDA Walks sponsorships are nonrefundable. In the event of a cancellation, NEDA will work with sponsoring organization to find an agreeable alternative opportunity.

*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.