



NATIONAL EATING DISORDERS ASSOCIATION

NEDAWALK

Save a Life



NEDA WALK SPONSORSHIP PACKET

National Eating Disorders Association
165 W 46th Street, Suite 402
New York, NY 10036

📞 212-575-6200 FAX: 212-575-1650
walks@nationaleatingdisorders.org
501(c)(3); Tax ID #: 13-3444882

Dear Friend,

Since 2009, NEDA Walks have raised over \$3 million for eating disorder awareness programs, educational outreach and the support of individuals and families. These events are about inspirational community building, activism, awareness and, in fact, have attracted over 10,000 people across the country to participate. Nothing beats a live event!

NEDA Walks are held in over 65 locations nationwide. NEDA's goal is to provide our sponsors with maximum exposure while strengthening their brand among our passionate supporters. Depending on the level chosen, sponsors are featured on our NEDA Walk website, have their own exhibitor space at the Walk, get their logo on participant t-shirts and more! NEDA's noteworthy corporate sponsors have included: aerie/American Eagle, American Express, Disney, Home Depot, IBM, JPMorgan Chase, Macy's, Verizon and Walmart, among many others.

NEDA Walks serve our mission and also diversity. People of all ages and backgrounds come together each year to share hope, build community and inspire others. Building brand loyalty among our walk demographic will reach youths and young adults from our website and Proud2Bme.org. NEDA Walks will align our goals with your sponsorship efforts. Best of all, NEDA is a 501(c)3 non-profit and the proceeds support our programs and services.

The following materials outline our available sponsorship levels. Please contact me at (212) 575-6200 with any questions you may have. Thank you in advance for your consideration in becoming a part of the effort in the fight against eating disorders, step-by-step!

Kind regards,

A handwritten signature in black ink that reads "Julie Steinberg". The signature is written in a cursive, flowing style.

Julie Steinberg
National Walk Manager
National Eating Disorders Association

OUR MISSION

NEDA supports individuals and families affected by eating disorders, and serves as a catalyst for prevention, cures and access to quality care.

OUTREACH PROGRAMS

National Helpline

Responding to thousands of calls per year and Click to Chat allows individuals to speak with a live, trained Helpline volunteer in a convenient and anonymous way

Proud2Bme

A unique online community for teens promoting positive body image

Proud2Bme On Campus

Bringing eating disorder awareness and resources to colleges and universities across the country

The Online Eating Disorder Screening tool

In partnership with Screening for Mental Health, Inc. (SMH), provides people with the option to take a free, anonymous self-assessment to gauge their risk of an eating disorder

NEDAwareness Week

Engaging volunteers across the nation to organize events and distribute awareness literature

NEDA Solutions through Advocacy & Reform (STAR) Program

Providing legislative advocacy for improved access to care and resources for those affected

NEDA Navigator Program

Offering personal support and information from trained volunteers

Annual NEDA Conference

Bringing together families and individuals for the latest in research

Feeding Hope Fund

Raising restricted funds and awarding grants to qualified clinical researchers and experts

Parent, Family & Friends Network

Providing community support, education and volunteer opportunities

Toolkits for Parents, Educators and Coaches

Free educational resource tailored to each audience



20 MILLION WOMEN & **10** MILLION MEN SUFFER FROM A CLINICALLY SIGNIFICANT EATING DISORDER AT SOME TIME IN THEIR LIFE



SOME CHILDREN AS YOUNG AS 7 YEARS OLD ARE NOW BEING AFFECTED



DIETING AND BODY DISSATISFACTION ARE AMONG THE GREATEST RISK FACTORS FOR DEVELOPING EATING DISORDERS



EATING DISORDERS DON'T DISCRIMINATE. THEY AFFECT ALL ETHNIC, SOCIAL & ECONOMIC GROUPS AT SIMILAR RATES

Sponsorship Levels & Benefits

LEVELS	ADVOCATE \$5,000	PACER \$2,500	ALLY \$1,000	FRIEND \$500	BOOSTER \$250
Recognition onstage during Walk program	✓				
Name promoted in all forms of media and social media as presenting sponsor	✓				
Maximum visibility and exposure on all walk promotional materials, press releases and signage	✓	✓			
Company Logo on all email communications about the walk	✓	✓	✓		
Company Logo on T-Shirts	✓	✓	✓		
Company Logo on Promotional Poster	✓	✓	✓		
Company logo on walk website	✓	✓	✓	✓	
An Exhibitor table	✓	✓	✓	✓	✓

COMMITMENT DEADLINES:

1 Week Before the Walk for an Exhibitor table and logo on our website

4 weeks Before a Walk: Logo on t-shirts

4 Months before a Walk: Printed Promotional materials



NEDA Walk Sponsorship Form

Walk Location: _____
(City, State NEDA Walk)

- Sponsor Levels:**
- | | |
|---|--|
| <input type="checkbox"/> \$5,000 Advocate | <input type="checkbox"/> \$500 Friend |
| <input type="checkbox"/> \$2,500 Pacer | <input type="checkbox"/> \$250 Booster |
| <input type="checkbox"/> \$1,000 Ally | |

Sponsor Information

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):	
Signature:			
Billing Address <i>(If Different From Above)</i> :			

Please make checks payable to "NEDA" or "National Eating Disorders Association."

Mail this form and your donation to: **National Eating Disorders Association**
165 W 46th Street, Suite 402
New York, NY 10036

*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.

THANK YOU FOR YOUR CONTRIBUTION!



NEDA Walk In-Kind Contribution Form

Walk Location: _____
(City, State NEDA Walk)

Donated Item(s) Name and Description

Donor Contact (and Business if relevant)

Contact Name:		
Street Address:		
City:	State:	Zip:
Phone:	Email:	

Authorized Signature: _____ Date: ____/____/____

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Fair Market Value

\$	# Contributed:	Total Value \$:
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THANK YOU FOR YOUR CONTRIBUTION!

Please arrange for all in-kind donations to be picked up by your local Walk Coordinator at least **one week** before the walk date.

**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.*