



Sponsorship Packet

Making Connections ~ Making a Difference!



Sponsorship levels available for any size company or organization!

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

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501(c)(3); Tax ID #: 13-3444882



Dear Sponsor,

It's your mother, sister, brother, co-worker or friend...everybody knows someone, who has been affected by an eating disorder. Matters of fact, 30 million people in this country are affected and we want them to know they're not alone.

NEDA Walks provides the opportunity to create community connections bringing individuals and families together. In fact, nearly 10,000 people across the country are involved in NEDA Walks and growing!

The National Eating Disorders Association organizes NEDA Walks in support of its mission and programs. NEDA Walk proceeds support critical services that work to improve prevention, treatment and research, as well as scholarships to our national conference.

By sponsoring a NEDA Walk you will be supporting all of NEDA's lifesaving programs, including:

- The NEDA Helpline, connecting millions of people to help and treatment
- The Solutions Through Advocacy & Reform (STAR) Program, which advocates for prevention, funding for research, and access to care at the state and federal level
- NEDA Navigators, who act as personalized guides through recovery
- NEDAwareness Week, which educates millions on signs and symptoms for early detection and intervention.
- Click to Chat – online connections for support and resources
- Online Screening Tool – 9,000 individuals have taken this screening since its recent launch

Please contact: Julie Steinberg, National Walk Manager at (212) 575-6200 with any questions. Thank you in advance for your consideration in becoming a part of the effort in the fight against eating disorders!

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



Did You Know?

- In the United States, 20 million women and 10 million men suffer from a clinically significant eating disorder at some time in their life
- Dieting & body dissatisfaction are among the greatest risk factors for developing eating disorders
- Children as young as 7 years old are now being affected
- Eating disorders don't discriminate. They affect non-Hispanic whites, Hispanics, African-Americans, and Asians at similar rates and can begin as early as seven and last into mid-life and beyond.

NEDA Offers...

- National Helpline, responding to thousands of calls per year
- National Eating Disorders Awareness Week, engaging volunteers across the nation to organize events and distribute awareness literature
- Proud2Bme, an online community for teens promoting a positive body image
- Click to Chat allows individuals to speak with a live, trained Helpline volunteer in a convenient and anonymous way
- Feeding Hope Fund, raising restricted funds and awarding grants to qualified clinical researchers and experts
- 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
- NEDA Navigator Program, providing support and information "people to people"
- NEDA Solutions Through Advocacy & Reform (STAR) Program, providing legislative advocacy for improved access to care and resources for those affected
- Parent, Family & Friends Network providing community support, education and volunteer opportunities
- Media Watchdog Program, promoting healthy body image in the media
- Toolkits for Parents, Educators and Coaches
- An Annual Conference for Families and Professionals





Sponsorship Levels & Benefits

Promoter - \$5,000 (all benefits relate to one selected walk, NEDA National Walk sponsorship is available as well, please contact us!)

This co-branding opportunity gives you maximum visibility and exposure on all walk promotional materials, press and signage

- Company web link and logo on the NEDA Walk website
- Company web link and logo on all Walk communications, including emails and social media
- Company logo on any printed materials and signage at the Walk
- Company logo on participant t-shirts
- Premium exhibitor space at the Walk

Supporter - \$2,500

- Premium recognition and branding exposure on select walk promotional materials, press and signage at the NEDA Walk
- Company logo on walk website
- Company logo in all email communications
- Company logo on t-shirts
- An exhibitor table at the Walk

Ally - \$1,000

- 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

Friend - \$500

- Company logo on walk website
- An exhibitor table

Booster - \$250

- An exhibitor table



Commitment Deadlines:

Exhibitor Table: 1 Week Before The Walk

Logo on Website: 1 Week Before The Walk

Logo on T-shirts: 4 Weeks Before The Walk

Printed Promotional Materials: 4 Months Before The Walk



NEDA Walk Sponsorship Form

Walk Location:

(City, State NEDA Walk)

Sponsorship Amount:

- Promoter - \$5,000 Supporter - \$2,500 Ally - \$1,000
 Friend - \$500 Booster - \$250

Cash: _____ Check: _____ Credit Card: Visa/Mastercard/Amex
(Circle One)

Name on Credit Card _____

Credit Card Number: _____

Credit Card Expiration Date: _____ Credit Card Security Code (CVV): _____

Signature: _____

Company Information

Company Name: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Company Contact: _____

Contact Phone Number: _____

Contact Email Address: _____

THANK YOU FOR YOUR CONTRIBUTION!

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.



NEDA Walk In-Kind Contribution Form

Walk Location:

(City, State NEDA Walk)

Donated Item(s) Name & Description:

Fair Market Value Each: \$ _____ # Contributed: _____ Total Value: \$ _____

Donor Name (and Business – if relevant):

Address:

City: _____ State: _____ Zip: _____

Contact Person (if different): _____

Phone Number: _____

Email Address: _____

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.

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