



New York City NEDA Walk

Sunday, October 5, 2014

Sponsorship Opportunities

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

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



Dear Sponsor,

We are excited to present to you the 2014 Sponsorship Packet for the 6th Annual New York City NEDA Walk! Your company is invited to participate in an excellent outreach and communications opportunity by sponsoring one of the largest walks in one of the largest metropolitan areas of the United States.

Why your participation is important:

- With 1 in 10 women being affected by an eating disorder there is no doubt that eating disorders are a factor within the workplace. The NEDA Helpline connects thousands of people to help, treatment and resources.
- The NEDA Conference brings together families and experts and provides an opportunity to learn and take back knowledge to local communities around the country.
- The Solutions Through Advocacy & Reform (STAR) Program advocates for prevention, funding for research, and access to care at the state and federal level.
- NEDA Navigators act as personalized guides through recovery.
- The Parents, Friends, & Family (PFN) Network connects, informs, and supports families of those who struggle.
- NEDAwareness Week educates millions on signs and symptoms for early detection and intervention.

If you have any questions or concerns, please contact me at jsteinberg@myneda.org. Thank you in advance for your consideration in becoming a part of the effort in the fight against eating disorders!

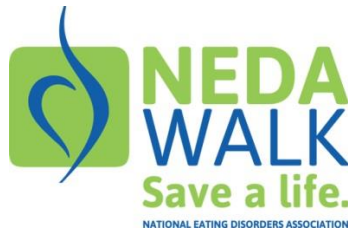
Sincerely,

A handwritten signature in black ink that reads 'Julie Steinberg'.

Julie Steinberg
National Walk Manager
National Eating Disorders Association

Did you Know?

- Over 1,400 people from the tri-state area registered for the 2013 NYC NEDA Walk
- Over 14,000 postcards are being sent to participants in the tri-state area
- Last year, our website had over 1 million unique visitors

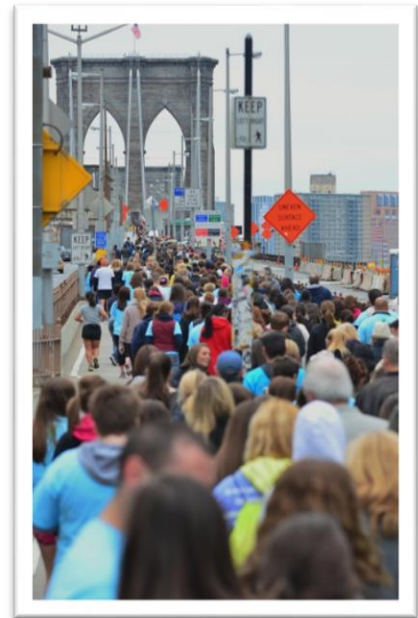


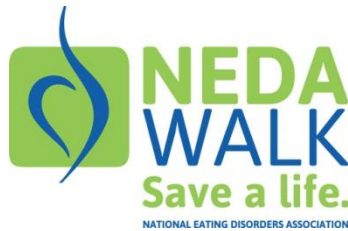
Did You Know?

- 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 in addition 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
- An Annual Conference for Families and Professionals
- 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 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
- The Online Eating Disorders 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
- Feeding Hope Fund, raising restricted funds and awarding grants to qualified clinical researchers and experts
- Click to Chat allows individuals to speak with a live, trained Helpline volunteer in a convenient and anonymous way





Sponsorship Levels & Benefits

Presenting - \$25,000

- Co-branding opportunity that gives your company maximum visibility and exposure
- Speaking opportunity during the opening ceremonies of the NYC NEDA Walk
- Company Logo
 - Placed with the NYC NEDA Walk logo
 - Included on NYC NEDA Walk point of purchase displays, circulated throughout the city
 - Featured on NYC NEDA Walk poster and distributed throughout the city
 - Highlighted on main NYC NEDA Walk banner displayed on the stage
 - Included on participant t-shirts
 - Presented on all signage at the walk
- Company Web Link and Logo
 - Featured on the NEDA Walk website
 - Presented with all NYC NEDA Walk emails
 - Included with all NEDA social media platforms (Facebook & Twitter) for the NYC NEDA Walk
- Premium exhibitor space at the walk
- Company name on press release
- Additional benefits can be considered



Premier - \$10,000

- Premium recognition and exposure on select walk promotional materials
- Company Logo
 - Placed with the NYC NEDA Walk logo
 - Included on NYC NEDA Walk point of purchase displays, circulated throughout the city
 - Featured on NYC NEDA Walk poster and distributed throughout the city
 - Highlighted on main NYC NEDA Walk banner displayed on the stage
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- Included with all NEDA social media platforms (Facebook & Twitter) for the NYC NEDA Walk
- Company name on press release
- Premium exhibitor space at the walk

Advocate - \$5,000

- Company Logo
 - Included on NYC NEDA Walk promotional poster, distributed throughout the city
 - Displayed on NYC NEDA Walk point of purchase display, dispersed throughout the city
 - Placed on all email communications about the walk
 - Included on t-shirts
 - Presented on walk website
- Company name on press release
- An exhibitor table at the walk



Benefactor- \$2,500

- Company Logo
 - Displayed on promotional poster
 - Presented with all email communications about the walk
 - Included on t-shirts
 - Placed on walk website
- Company name on press release
- An exhibitor table at the walk

Contributor - \$1,000

- Company logo
 - Included on t-shirts
 - Placed walk website
- An exhibitor table at the walk

Supporter - \$500

- Company logo on walk website
- An exhibitor table

Friend - \$250

- An exhibitor table



Commitment Deadlines To Receive Full Sponsorship Benefits
 Exhibitor Table: Week Before The Walk
 Logo on Website: Week Before The Walk
 Logo on T-shirts: 4 Weeks Before The Walk
 Printed Promotional Materials: 4 Months Before The Walk Optimal



NEDA Walk Sponsorship Form NYC NEDA Walk

Sponsorship Amount:

- | | | |
|--|--|---|
| <input type="checkbox"/> Presenting - \$25,000 | <input type="checkbox"/> Premier - \$10,000 | <input type="checkbox"/> Advocate - \$5,000 |
| <input type="checkbox"/> Benefactor - \$2,500 | <input type="checkbox"/> Contributor - \$1,000 | <input type="checkbox"/> Supporter - \$500 |
| <input type="checkbox"/> Friend - \$250 | | |

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 and Title: _____

Contact Phone Number: _____

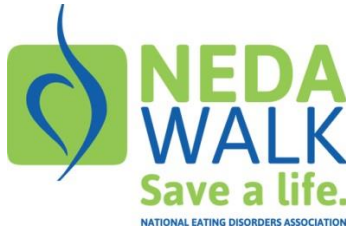
Contact Email Address: _____

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

*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.



NYC NEDA Walk In-Kind Contribution Form

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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