



NATIONAL EATING DISORDERS ASSOCIATION

NEDAWALK

Save a life.

Sponsorship Packet

Read more to become a sponsor for a
NEDA Walk



Sponsorship levels available for any size company or organization!

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

(212) 575-6300
walks@nationaleatingdisorders.org
501(c)(3); Tax ID #: 13-3444882



Dear Future Sponsor,

We are absolutely thrilled to present to you the National Eating Disorder Association (NEDA) Walk Sponsorship Packet! Your company is invited to participate in a fabulous marketing and philanthropic opportunity – to sponsor a NEDA Walk in your local community! The National Eating Disorders Association organizes NEDA Walks in support of its mission and programs. Proceeds support critical programs and services that work to eliminate eating disorders and improve prevention, treatment, and research. Eating disorders are potentially life-threatening illnesses that afflict more than 30 million Americans, but they are also treatable with your help.

By sponsoring a NEDA Walk you will be supporting all of NEDA's lifesaving programs. The NEDA Helpline connects millions of people to help and treatment. 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. Our NEDA Navigators act as personalized guides through recovery and the Parents, Friends, & Family (PFN) Network connects, informs, and supports families of those who struggle. And NEDAwareness Week educates millions on signs and symptoms for early detection and intervention.

As the NEDA Walk program continues to grow, so do the opportunities and advantages for NEDA sponsors! In addition to being acknowledged on the NEDA Walk website and email correspondence for that walk, depending on your sponsorship level you can receive recognition in various mediums the local walk provides, including printed materials, signage, and t-shirts. You have the opportunity to have an exhibition table at the walk. You can further increase their visibility and gain additional benefits depending on the specific level of sponsorship. The higher your level of sponsorship the higher your visibility and outreach to the thousands of participants who come to NEDA Walks across the country each year!

If you have any questions or concerns, please contact the local walk coordinator or the National Walk Manager (walks@nationaleatingdisorders.org) at NEDA's headquarters. 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, appearing to be "CJ Redfern".

CJ Redfern
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.
- The number of people who struggle with an eating disorder have been increasing significantly since 1950.
- **Eating disorders don't discriminate.** They affect non-Hispanic whites, Hispanics, African-Americans, and Asians at similar rates.
- Most people with an eating disorder **also struggle with one or more other psychiatric disorders** which can complicate treatment and make recovery more difficult.
- Dieting & body dissatisfaction are among the greatest risk factors for the development of an eating disorder.
- **Eating disorders affect over 30 million people, but only receive \$28 million in government funding for research.** In contrast, Alzheimer's affects 5.1 million people and receives \$450 million.
- The treatment cost of an eating disorder in the United States ranges from **\$500 to \$2,000 a day.**
- 35-57% of adolescent girls engage in crash dieting, fasting, self-induced vomiting, diet pills, or laxatives.
- **One-third of teenage boys** use unhealthy weight control behaviors such as skipping meals, fasting, smoking cigarettes, vomiting, and taking laxatives.

NEDA Offers...

- National Helpline, responding to many thousands of calls each year
- National Eating Disorders Awareness Week, engaging volunteers across the nation to organize events, distribute awareness literature, and to fundraise to help those who struggle
- 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 resources, 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

- 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

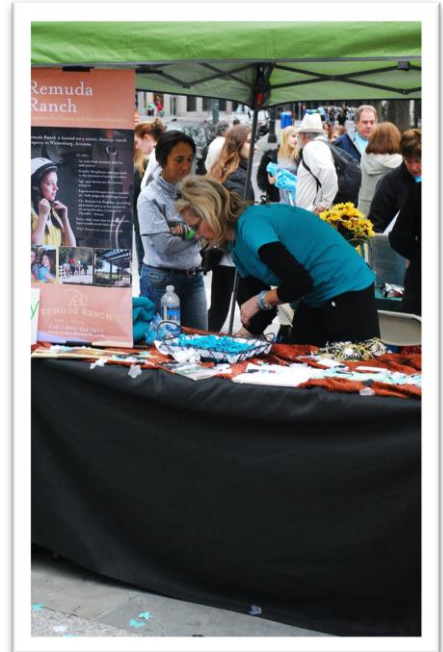
- Company logo on all email communications about the walk
- Company logo on t-shirts
- Company logo on promotional poster
- Company logo on walk website
- An exhibitor table

Friend - \$500

- Company logo on walk website
- An exhibitor table

Booster - \$250

- An exhibitor table



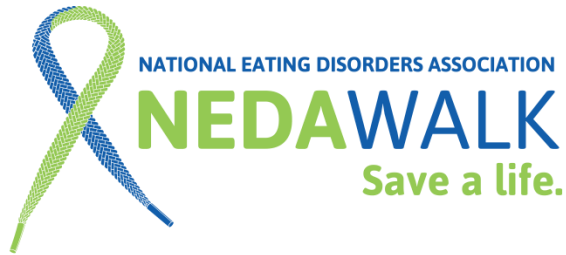
Commitment Deadlines To Receive Full Sponsorship Benefits

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 Is Optimal



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)

Credit Card Number: _____

Credit Card Expiration Date: _____ **Credit Card 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

*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.

*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.