



## NEDA Walk

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# National Sponsorship Opportunities

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National Eating Disorders Association



National Eating Disorders Association  
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# NEDA Walks

Since the spring of 2009, NEDA Walks has raised over \$2 million dollars to support the National Eating Disorders Association and our programs that raise awareness and advocate increased prevention, research, and treatment.

During 2012 over 6,400 NEDA Walk participants raised more than \$835,000 – a whopping 143% increase in participants and 115% increase in revenue from 2011! NEDA Walks occur all across the country with national exposure – there were over 40 NEDA Walks during 2012 in cities across the country and there are already 60 scheduled for 2013, with more to come. NEDA Walks may be a new program, but its growth is unlimited, generating excitement on how big these walks will become in the coming years.

By becoming a National Sponsor of NEDA Walks, you will be joining the largest and only national eating disorders organization that seeks to support individuals and families affected by eating disorders and serve as a catalyst for prevention, cures and access to quality care.

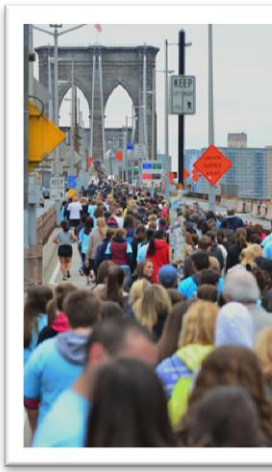
By sponsoring a NEDA Walk you will be supporting all of NEDA's lifesaving programs. The NEDA Helpline connects millions of people to help and treatment. The NEDA Conference brings together families and experts and provides an opportunity to learn and take back knowledge to local communities around the 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 NEDA Walks grows, so too do the advantages and benefits of becoming a national sponsor. Your partnership will be highlighted within NEDA Walks extensive promotional campaigns for walks across the country and featured at the walks themselves. Your company will achieve maximum visibility through our generous sponsor benefits that are featured on our website, emails, social media, posters, and banners, to name a few! But beyond being an excellent marketing and advertising opportunity, you will be joining us in a remarkable cause. Walk with us to fight eating disorders.



# 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's Programs

- The NEDA **National Helpline** responds to many thousands of calls, emails and instant messages each year.
- **National Eating Disorders Awareness Week** engages volunteers across the nation to organize events, distribute awareness literature, and to fundraise to help those who struggle.
- The **NEDA Navigator Program** provides support and information "people to people."
- NEDA's **Solutions Through Advocacy & Reform (STAR) Program** provides legislative advocacy for improved access to care and resources for those affected.
- The **Parent, Family & Friends Network** provides community support, education resources, and volunteer opportunities in local communities.
- NEDA's **Media Watchdog Program** promotes healthy body image in the media.
- NEDA offers **Toolkits** for Parents, Educators and Coaches.
- NEDA hosts an Annual **Conference** where families can come and learn from professionals.

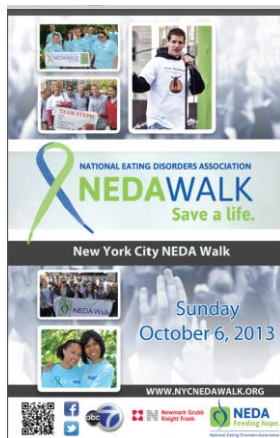
# Sponsor Levels & Benefits

**NEDA will work with you and your organization to customize the below levels and benefits that creatively meets your philanthropic and marketing goals. The following sponsorship levels and benefits are our standard package. However we are more than happy to work with you to create a more tailored sponsorship packet.**

## Presenting Sponsor

**\$50,000**

- Company Logo embedded in the NEDA Walks Logo, which will appear in every walk communication and publication for one year, on every walk around the country.
- Company Logo placed on all print and online advertisements for all walks.
- Acknowledgement on all Walk Press releases for all walks.
- Company Logo on all walk e-mail communications.
- Company logo and link to website on NEDA website and NEDA Walks homepage.
- Mentions in NEDA Walk social media, including Facebook and Twitter.
- Company logo on all NEDA Walk banners.
- Company logo on all walk t-shirts that are worn at every walk in cities across the nation.
- All benefits below.
- Additional benefits as requested and agreed upon.



## Grand Sponsor

**\$30,000**

- Company Logo placed on all print and online advertisements for all walks.
- Acknowledgement on all walk press releases for all walks.
- Company Logo on all walk e-mail communications.
- Company logo and company website link on NEDA website and NEDA Walks homepage.
- Mentions in NEDA Walk social media, including Facebook and Twitter.
- Company logo on all walk t-shirts that are worn at every walk in cities across the nation.
- Additional benefits as requested.





# Sponsor Levels & Benefits

## Principle Sponsor

**\$20,000**

- Company Logo placed on select print and all online advertisements for all walks.
- Acknowledgement on all Walk Press releases for all walks.
- Company Logo on all walk e-mail communications.
- Company logo and company website link on NEDA Walks homepage.
- Mentions in NEDA Walk social media, including Facebook and Twitter.
- Company logo on all walk t-shirts that are worn at every walk in cities across the nation.
- Additional benefits as requested.



## Major Sponsor

**\$10,000**

- Company Logo placed on all online advertisements for all walks across the country.
- Company Logo on all walk e-mail communications.
- Company logo on NEDA Walks homepage.
- Mentions in NEDA Walk social media, including Facebook and Twitter.
- Company logo on all walk t-shirts that are worn at every walk in cities across the nation.
- Additional benefits as requested.



For more information about NEDA Walks, please contact the National Walk Manager at [walks@nationaleatingdisorders.org](mailto:walks@nationaleatingdisorders.org), call at 212-575-6200, or visit [www.nedawalks.org](http://www.nedawalks.org).

**Thank You!**