



It's Time to Talk About It • It's Time to Walk About It

Nearly 10 million females and 1 million males in the U.S. are battling eating disorders such as anorexia and bulimia, while millions more suffer from binge eating disorder. Surprising statistics about what is commonly thought of as a “silent battle.” This fall, the National Eating Disorders Association invites you to help change that perception, by joining us for our **2nd Annual NEDA Walk**.

The event, being held on October 3, 2010 at the Riverside Park Promenade in NYC, will help raise money and awareness for eating disorders, and we hope to count on you for support.

NEDA offers many programs to those affected by eating disorders, including:

- National Helpline, handling approximately 20,000 calls per 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
- Toolkits for Parents, Educators and Coaches
- An Annual Conference for Families and Professionals
- Research grants to provide seed money for those investigating causes, cures and prevention

In spite of the unprecedented growth of eating disorders in the past two decades, eating disorders research continues to be under-funded, insurance coverage for treatment is inadequate, and societal pressures to be thin remain rampant. We invite you, your family and friends to join the NEDA Walk and continue generating awareness and hope for eradicating this silent and largely stigmatized illness. With early intervention and appropriate treatment most sufferers can recover and resume normal lives. Together, we can unite the community to advocate for change and give voice to the silent suffering of patients and their families.

For more information about the **2010 NEDA Walk**, please call the event office at (908) 219-4142. To learn more about NEDA's programs and resources, visit our website: www.myneda.org

With sincere thanks,

Lynn Grefe
CEO, National Eating Disorders Association



October 3, 2010

Riverside Park Promenade (West 83rd Street) • NYC

Participation Opportunities

Please respond by **July 15, 2010** to be featured in event materials. Event and promotional materials to be determined, but may include items such as posters, flyers, counter cards, and programs at the event, as appropriate. The size and placement of your name and logo will be determined by your level of sponsorship.

Presenting Partner • \$75,000

This co-branding opportunity give you maximum visibility and exposure on all event promotional materials, press and signage at the event. Includes weblink on the NEDA website, logo on participant tee shirts and gift bags. You will also receive premium exhibitor space at the celebratory gathering during the Walk.

Footprint Sponsor • \$25,000

Premium recognition and logo on event materials and signage at the event. Includes weblink on the NEDA website, logo on participant tee shirts, and exhibitor space at the Walk.

Motivation Sponsor • \$10,000

Logo on event materials, weblink on the NEDA website, sponsorship of prizes for the highest fundraising teams, exhibitor table at the Walk.

Refreshment Sponsor • \$5,000

Sponsorship of refreshment stations during the event, exhibitor table at Walk

Journey Sponsor • \$2,500

Your name or logo on select motivational signs at the event, exhibitor table at the Walk

Walk Supporter • \$1,000

Listing in select event materials, exhibitor table at Walk

Yes! I/We will support the 2010 NEDA Walk at the following level:

- Presenting Partner • \$75,000
- Refreshment Sponsor • \$5,000
- Footprint Sponsor • \$25,000
- Journey Sponsor • \$2,500
- Motivation Sponsor • \$10,000
- Walk Supporter • \$1,000
- General Donation • \$ _____

Contact Name _____ Company/Organization _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Check (payable NEDA) Circle: Visa MasterCard Am Ex

Card Number _____ Exp date ____ / ____

Signature _____

Name on Card _____

Billing Address Same as above OR _____

Mail Form and Payment To:

NEDA Walk Event Office
c/o AFFAIRS Event Services
395 Springfield Avenue
Berkeley Heights, NJ 07922



You can also fax this form to (866) 588-0918

Questions? Call our event office at (908) 219-4142