

# 2023 NATIONAL PARTNERSHIP OPPORTUNITIES

## WHY PARTNER WITH NEDA?

Connect to a diverse audience through digital marketing, logo recognition, and more - eating disorders affect people of all backgrounds.

Reach more than 342K responsive followers across major social media platforms.

Establish and strengthen community relationships through unique and engaging event experiences.

Promote social responsibility by supporting a cause that affect thirty million Americans and their loved ones.

Last year, our partners helped us provide vital resources to millions of people through our helpline, online screening, toolkits, and more.

## A PUBLIC HEALTH CRISIS

**30 million Americans will suffer from a life-threatening eating disorder.**

**Every 52 minutes**, someone dies as a direct result of an eating disorder.



**58% increase** in Helpline calls serviced in 2022.

## OUR MISSION

As the leading nonprofit in the field, NEDA supports individuals and families affected by eating disorders, and serves as a catalyst for prevention, cures, and access to quality care.

## PARTNERSHIP PROGRAMS

**The NEDA Walks** take place in more than fifty communities across the United States and raises awareness and vital funds to support NEDA's programs and services. The events take place in the Spring & Fall.

**Theme:** Hope Starts Here

**Participants:** < 11,000

**Social Media:** 450,000 **Email Reach:** 815,000

**National Eating Disorders Awareness Week (NEDAW)** provides information, resources, and messages promoting early intervention, hope, and recovery for the largest eating disorders outreach effort in the nation.


**Body Acceptance Week** provides resources, education, and support for those experiencing body dissatisfaction and its associated risk factors.

**October 23<sup>rd</sup> – October 27<sup>th</sup>, 2023**

**Social Media:** 600,000 **Email Reach:** 945,000

**NEDACon** are regional conferences designed to bring together individuals and loved ones who are experiencing eating disorders or wanting to learn more about eating and body image issues. Our conferences are a great way to connect with others.  
**Fall date TBD.**

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 Sponsor Benefits	NATIONAL \$50,000	LEADERSHIP \$30,000	COMMITMENT \$20,000	RECOVERY \$10,000
Number of Walks (Spring & Fall)	50+	35	25	15
<b>Event Day</b>				
Verbal recognition on-stage @ sponsorship level	♻️ <i>National</i>	♻️ <i>Leadership</i>	♻️ <i>Commitment</i>	♻️ <i>Recovery</i>
Event Speaker	♻️	♻️		
NEDA provide exhibit (1 table & 2 chairs)	♻️	♻️	♻️	♻️
Registration Bag Inserts	2	1	1	1
<b>Logo Placement (Listed by sponsorship level)</b>				
National Eating Disorders Sponsor Page	♻️ <i>Logo w/hyperlink</i>	♻️ <i>Logo</i>	♻️ <i>Logo</i>	♻️ <i>Name</i>
NEDA Walk Page and Walk Sites	♻️ <i>Logo w/hyperlink</i>	♻️ <i>Logo</i>	♻️ <i>Logo</i>	♻️ <i>Name &amp; Logo (sites)</i>
Walk t-shirts for fundraisers over \$25 (estimated 12K)	♻️ <i>National</i>	♻️ <i>Leadership</i>	♻️ <i>Commitment</i>	♻️ <i>Recovery</i>
Registration Bag	♻️	♻️	♻️	♻️
Event Signage	♻️	♻️	♻️	♻️
Advertising Flyers	♻️	♻️	♻️	♻️
<b>Digital (Listed by sponsorship level)</b>				
Email blast within 2-hour radius of walk site (min. 5 emails/walk)	♻️ <i>Logo w/hyperlink</i>	♻️ <i>Logo</i>	♻️ <i>Logo</i>	♻️ <i>Logo</i>
Social Media acknowledgement on main NEDA platforms Facebook, Instagram, Twitter, LinkedIn	♻️ <i>National min 3 per site</i>	♻️ <i>Leadership min 2 per site</i>	♻️ <i>Commitment min 1 per site</i>	♻️ <i>Recovery min 1 per site</i>
<b>Add On Opportunities</b>				
Registration Bag - Logo	\$5,000	\$3,500	\$2,500	\$1,500

## Eating Disorders Awareness and Body Acceptance Weeks

SPONSOR BENEFITS	NATIONAL	LEADERSHIP	COMMITMENT	RECOVERY
<b>Awareness Week – February 27 – March 5, 2023</b>				
<b>Body Acceptance Week – October 23<sup>rd</sup> – October 27<sup>th</sup>, 2023</b>				
<b>Logo Placement during Campaign Week(s) - (Listed by sponsorship level)</b>				
Campaign page on NEDA Website	♻️ <i>Logo w/hyperlink</i>	♻️ <i>Logo</i>	♻️ <i>Logo</i>	♻️ <i>Logo</i>
<b>Digital (Listed by sponsorship level)</b>				
Logo on Email Blasts (program announcement and thank you)	♻️ <i>Logo w/hyperlink</i>	♻️ <i>Logo</i>	♻️ <i>Name Only</i>	♻️ <i>Name Only</i>
Social Media Acknowledgement on main NEDA platforms – reaching more than 600K Facebook, Instagram, Twitter, LinkedIn	♻️ <i>Logo with min 3</i>	♻️ <i>Logo min 2</i>	♻️ <i>Name Only min 1</i>	♻️ <i>Name Only min 1</i>
NEDA Week Program	♻️ <i>Logo w/hyperlink</i>	♻️ <i>Logo</i>	♻️ <i>Name Only</i>	♻️ <i>Name Only</i>
<b>Add On Opportunities</b>				
Programmatic Topic	\$5,000	\$3,500	\$2,500	\$1,500

# 2023 NATIONAL PARTNERSHIP OPPORTUNITIES

 Sponsor Benefits	NATIONAL	LEADERSHIP	COMMITMENT	RECOVERY
<b>Fall 2023</b>				
<b>Event Day</b>				
Session Sponsor (brought to you by)	🔗 <i>National</i>	🔗 <i>Leadership</i>	🔗 <i>Commitment</i>	🔗 <i>Recovery</i>
Thank You Signage	🔗	🔗		
Conference Attendees	🔗	🔗	🔗	🔗
Virtual Tote Bag Inclusion	2	1	1	1
Registration Brochure Inclusion				
Attendees In-Person	2	1	1	0
Attendees Virtual	2	2	1	1
<b>Logo Placement</b> (Listed by sponsorship level)				
National Eating Disorders Sponsor Page	🔗 <i>Logo w/hyperlink</i>	🔗 <i>Logo</i>	🔗 <i>Logo</i>	🔗 <i>Name</i>
Campaign Page on NEDA Website	🔗 <i>Logo w/hyperlink</i>	🔗 <i>Logo</i>	🔗 <i>Logo</i>	🔗 <i>Name &amp; Logo</i>
<b>Digital</b> (Listed by sponsorship level)				
Email blast inclusion (min. 2 emails)	<i>Logo w/ hyperlink</i>	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>
Social Media acknowledgement on main NEDA platforms Facebook, Instagram, Twitter, LinkedIn	🔗 <i>Logo with min 3</i>	🔗 <i>Logo min 2</i>	🔗 <i>Name Only min 1</i>	🔗 <i>Name Only min 1</i>
<b>Add On Opportunities</b>				
Sponsor Session (brought to you by)	\$5,000	\$3,000		

STAND WITH US AND SUPPORT THE RISING NEED FOR AWARENESS AND RESOURCES FOR VITAL PROGRAMS THROUGH OUR COMPREHENSIVE PARTNERSHIP PACKAGES.

FOR MORE INFORMATION, PLEASE VISIT [MYNEDA.ORG](http://MYNEDA.ORG)

# 2023 NATIONAL PARTNERSHIP OPPORTUNITIES

## Partnership Commitment Form

Please return this form to confirm your sponsorship.

### Select Sponsor Information

- \$50,000      **National**
- \$30,000      **Leadership**
- \$20,000      **Commitment**
- \$10,000      **Recovery**

Company Contact:		Title:	
Company/Organization:			
Street Address:			
City:	State:	Zip:	
Phone:	Email:		
Web Address:	Other:		

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

### Payment Method

<input type="checkbox"/> Check (Made Payable to NEDA)	<input type="checkbox"/> American Express	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard
Card No.:		Expiration Date:	
Name on card (Please Print):		Credit Card Security Code (CVV):	
Authorized Signature:			
Billing Address (If Different from Above):			

A written agreement will follow receipt of Partnership Commitment Form.

Or scan & send this form with payment information and company logo to the NEDA Development team at [development@myneda.org](mailto:development@myneda.org).

\*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.