

2026

INSPIRING HOPE SPEAKER SERIES

Speaker Series

May - November

A Six-Month Statewide
Mental Health Learning
Experience



nami
National Alliance on Mental Illness

Delaware



jgraham@namide.org



www.namidelaware.org



About NAMI DE

NAMI Delaware is the statewide affiliate of the National Alliance on Mental Illness, the nation's largest grassroots mental health organization. We are dedicated to improving the quality of life for individuals and families affected by mental health conditions through education, support, advocacy, and awareness.

With programs reaching across all three counties, we offer peer-led support groups, evidence-based education, youth and family services, crisis intervention training, suicide prevention initiatives, and policy advocacy that amplifies the voices of those with lived experience. At NAMI Delaware, we believe in the power of community, the strength of lived experience, and the right of every person to be seen, supported, and empowered on their mental health journey.

About Inspiring Hope

The Inspiring Hope Conference is Delaware's largest single-day mental health event, bringing together advocates, professionals, faith leaders, first responders, and community members for a powerful day of learning, healing, and action. With the 2025 theme "Flip the Script: Rewriting the Story of Mental Health," this statewide gathering centers lived experience, equity, and innovation through keynote presentations, dynamic workshops, and panel discussions. Your sponsorship helps make this day possible, and its impact lasts.

By partnering with NAMI Delaware, you support not only the event itself but also year-round advocacy, education, and support programs that reach thousands across the state. Together, we can flip the script and build a more inclusive, empowered future for mental health in Delaware.

Inspiring Hope Speaker Series



Benefits of a Sponsor

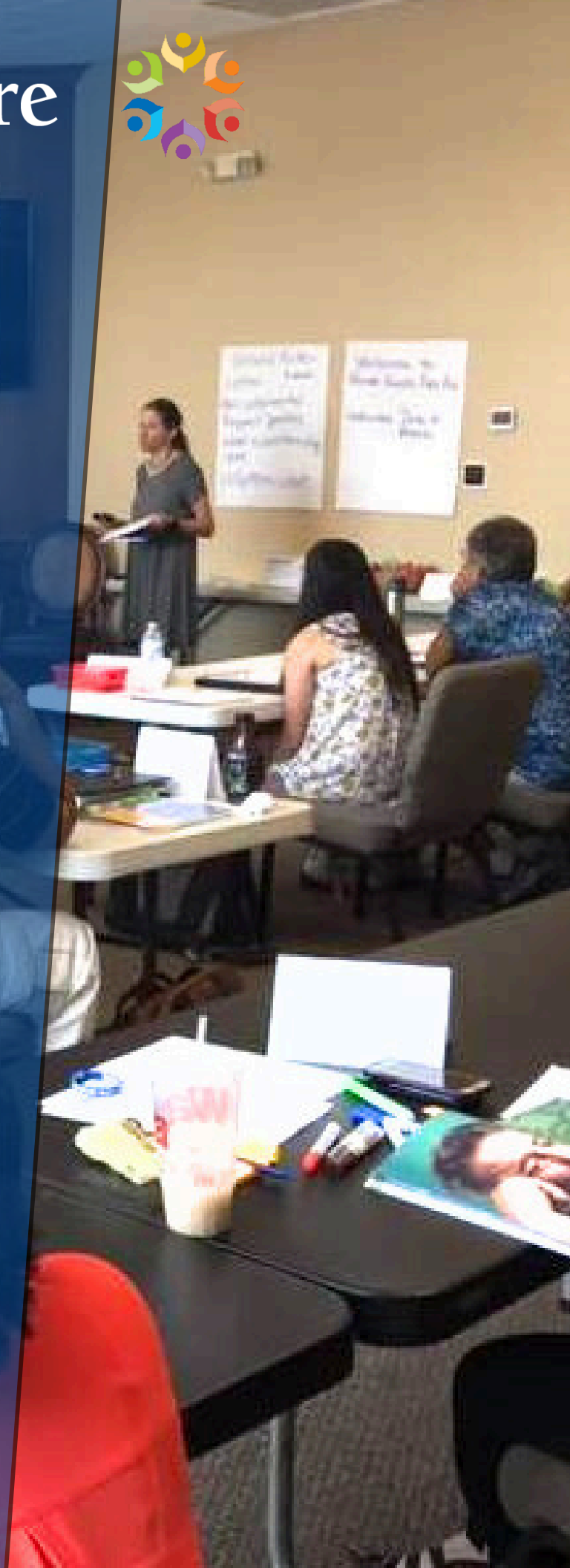
Marketing Reach & Sponsor Visibility

NAMI Delaware's recent campaigns, including NAMIWalks 2025, have demonstrated the power and reach of our communications strategy. Our multi-channel approach, featuring over 130 social media posts, radio ads with a potential reach of up to 1.8 million, and a 1,200% increase in SMS subscribers, generated meaningful engagement across the state. We achieved 11% social media engagement and 35.6% open rate on targeted email campaigns, far exceeding industry standards. Media coverage in outlets such as Bay to Bay News and Coastal TV further amplified our message.

As a sponsor of the Inspiring Hope Speaker Series, your brand will benefit from this robust promotional framework, ensuring visibility before, during, and after the event while aligning your organization with a cause that resonates deeply across Delaware communities.

Our work and those we serve

- Hosted 229 NAMI Connection Weekly Support Group meetings to a weekly average of 45 people living with mental illness.
- Hosted 48 Family Monthly Support Group meetings for approximately 30 loved ones of people living with mental illness.
- Hosted 4 Family-to-Family classes, educating 42 loved ones of individuals living with mental illness.
- Hosted 2 Peer-to-Peer classes, educating 19 individuals who are living with mental illness.
- Hosted 2 NAMI Basics classes, educating 15 parents and other caregivers of children and adolescents living with emotional, behavioral, or mental health challenges.
- Assisted over 2300 individuals through our toll-free HELP-LINE.
- Provided housing to 284 low-income individuals living with mental illness in our 78 homes throughout Delaware.
- Historically, over 300 attendees and 25 vendors participate.





Become A Speaker Series Sponsor

	Presenting (Exclusive)	Series	CEU	Technology	Session	Networking	Community	Nonprofit
	\$7,000	\$5,000	\$2,000	\$1,750	\$1,250	\$1,000	\$750	\$500
Named as Presenting with Logo on materials	√	NA	NA	NA	NA	NA	NA	NA
Logo on Website and Registration	Premium	Large	Large	Medium	Medium	Small	Name	Name
Social Media Shout Out	6	4	3	2	1	1	1	1
Placement on Event Signage (3 events)	Logo	Logo	Logo	Logo	Logo	Name	NA	NA
Brief Welcome remarks (live or recorded)	√	NA	NA	NA	NA	NA	NA	NA
Verbal Recognition at Event	√	√	√	NA	NA	NA	NA	NA
Logo on Conference Event Portal	√	√	√	√	√	√	√	√
Exhibitor Table for in person events (3 events)	Premier Placement	√	√	√	√	√	√	√

Sponsoring the Speaker Series connects your organization to a meaningful, year-round educational initiative focused on mental health awareness, advocacy, and community engagement. This series reaches professionals, caregivers, individuals, and community members seeking trusted information and connection, positioning your brand alongside credible, mission-driven programming.

Through consistent visibility across multiple events, sponsors benefit from sustained exposure, deeper audience engagement, and the opportunity to demonstrate leadership in advancing mental health education and support in Delaware.

To become a NAMI Delaware Speaker Series Sponsor, please contact Jenny Graham, Director of Advancement and Engagement
Email: jgraham@namide.org or phone: 302-600-5802



Event Partner Packages

Walk + Speaker Series Partner

\$20,000

The highest level of sponsorship, including top-tier benefits such as Exclusive placement as Presenting Sponsor, full-page placement in program, headline sponsorship, speaking opportunities, and exclusive branding rights.

Walk Underwriter + Speaker Series Partner

\$9,500

Mid-level combination of underwriter + sponsorship with significant benefits such as prominent logo placement, mentions in marketing materials, and more.

Access Partner

\$500

Entry-level sponsorship with benefits like name placement on event materials, website mentions, and standard access to events.





Become an Event Partner - Showcase your brand at all of our events this year!

<p>Premier Community Partner \$20,000</p>	<p>All the benefits of the Presenting Sponsor - Speaker Series, the Premier Sponsor - NAMIWalks Delaware, + these added benefits: Unified branding across both events Speaking opportunities at both events to include: Speaker Series (1st Session - Live + 1st Session - Recorded) Speaker Series email + Walk email campaigns 8 total social media features across both initiatives Priority logo placement across all platforms Year-round website recognition</p>
<p>Signature Partner \$15,000</p>	<p>All the benefits of the Series Sponsor - Speaker Series, the Gold Sponsor - NAMIWalks Delaware, + these added benefits: Unified branding across both events Verbal recognition across both initiatives 6 combined social media mentions Logo across all series + walk materials Tabling at Walk + in-person sessions Year-round website recognition</p>
<p>Education + Experience Partner \$9,500</p>	<p>All the benefits of the CEU Sponsor + the Networking Sponsor Speaker Series + The Start/Finish Line Walk Underwriter - NAMIWalks Delaware</p>
<p>Community Impact Partner \$8,500</p>	<p>All the benefits of the Sessions Sponsor - Speaker Series, the Silver Sponsor - NAMIWalks Delaware, + these added benefits: Unified branding across both events 3-4 social mentions across both Logo placement on both event types Engagement at one in-person session + Walk Year-round website recognition</p>
<p>Access Partner \$4,000</p>	<p>All the benefits of the Sessions Sponsor - Speaker Series, the Bronze Sponsor - NAMIWalks Delaware, + these added benefits: Unified branding across both events Logo placement on both event types Year-round website recognition</p>

A combined sponsorship amplifies your impact and visibility by connecting your brand to both ongoing education and one of Delaware's most recognized mental health events. The Speaker Series builds credibility with professional and learning-focused audiences, while NAMIWalks delivers a powerful community presence and engagement. Together, they create a strategic, year-round partnership that maximizes exposure, deepens community connection, and positions your organization as a leader in mental health advocacy.

To become a NAMI Delaware Events Partner, please contact Jenny Graham, Director of Advancement and Engagement
Email: jgraham@namide.org or phone: 302-600-5802

Be Part of the Movement to Inspire Hope

The Inspiring Hope Speaker Series is Delaware's largest mental health event, bringing together hundreds of advocates, professionals, faith leaders, first responders, and community members for learning, healing, and action. Your sponsorship helps amplify voices, reduce stigma, and expand access to mental health resources across our state.


Together, we can flip the script on mental health. To learn more or become a sponsor, contact Jenny Graham at jgraham@namide.org or visit namidelaware.org/IHSpeakerSeries26

Sponsorship Proposal 2026

 2400 W. 4th Street, Wilmington, DE 19805

 www.namidelaware.org/IHSpeakerSeries26

 jgraham@namide.org

 302-427-0787 x125

