

# 2022 One Million Steps for OCD Walk

Embracing uncertainty, one step at a time!



## Sponsorship

National & Boston-specific  
opportunities available!



# Table of Contents

Event Details.....	1
Why Sponsor & Demographics .....	2
Past Sponsors .....	3
Sponsorship Levels & Benefits.....	4
Sponsorship Application .....	5

## #OCDWALK

# About the OCD Walk

The One Million Steps for OCD Walk is a national fundraiser and community engagement event for those affected by obsessive compulsive disorder (OCD) and related disorders. Each year, thousands of walkers come together to raise awareness and reduce stigma. Funds raised go towards the critical programs of the IOCDF and its Affiliates that support individuals with lived experience, their loved ones, and mental health professionals.

10 Anniversary of the OCD Walk!  
The Walk was inspired by Denis Asselin, who walked 500 miles from Cheyney, PA to Boston, MA (or roughly one million steps) in memory of his son, who lost his life to body dysmorphic disorder (BDD).

## 2022 WALK DATES

**Boston:** Sat, June 11, 2022

**30+ Affiliate Walks:**  
June and October 2022



Watch the One Million Steps for OCD Walk testimonial video!

# About the International OCD Foundation

The International OCD Foundation (IOCDF) helps those impacted by obsessive compulsive disorder (OCD) and related disorders to live full and productive lives by:

- Increasing access to effective treatment through research and training
- Cultivating a supportive community for those who live with and those who treat OCD
- Reducing stigma surrounding mental health issues



International  
OCD  
Foundation



**OCD is a  
common mental  
health disorder**

**that affects people  
from all walks of life,  
including approximately  
1 in 100 adults and 1 in  
200 children.**

# WHY?

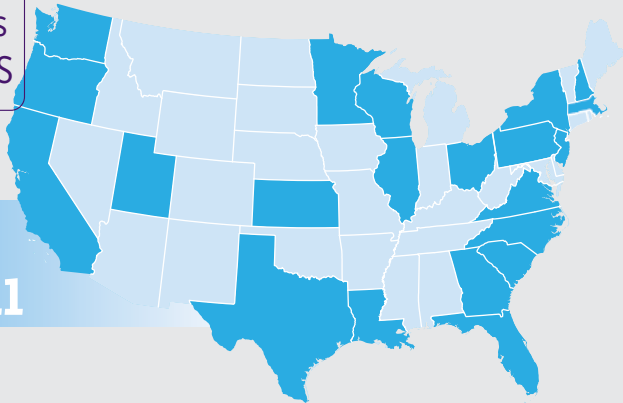
## Sponsor the OCD Walk

Your company's Walk sponsorship will be seen by the IOCDF's ever growing social media following and email list, in addition to your day-of event visibility.

**2021**  **2,850**  
by the numbers total walkers nationwide  
400 at the BOSTON walk

**35**  Walks  
across  
the US

States with  
walks in 2021



**\$265,000+**

raised to support  
programs of the  
IOCDF and its  
local Affiliates

**81,800+**

*Current Social Media Followers*

 **31,000+**

 **17,900+**

 **15,800+**

 **13,700+**

 **3,400+**

**3,000+**  
*posts to #OCDwalk in 2021*

 **24,500**  
*Email  
Subscribers*

 **3,200** *Organizational  
Members*

# Sponsor Levels & Benefits

	National Exposure				
	Marquee Sponsor (1 SPOT) \$15,000	Gold Sponsor (3 SPOTS) \$7,500	Silver Sponsor (4 SPOTS) \$5,000	Bronze Sponsor (NO CAP) \$2,500	Flagship Sponsor (NO CAP) \$1,000
Logo on all Walk registration pages	Top Placement	✓	✓	✓	Boston registration only
Logo on event print marketing collateral	Top Placement	✓	✓	✓	Boston-specific collateral
Logo on start/finish line banner at flagship Boston Walk	Top Placement	✓	✓	✓	✓
Table at the flagship Boston Walk (Saturday June 11, 2022 with anticipated 500 attendees)	✓	✓	✓	✓	✓
Logo or name on commemorative Walk T-Shirt (print distribution upwards of 3,500)	Top Logo Placement	✓	✓	Name recognition	
Logo on event email communications (Total subscriber list of over 24,500 emails)	✓	✓	✓	✓	
Logo placement on a minimum of three (3) social posts	✓	✓	✓		
Logo on Walk ad in the Denver Conference Program Guide (Distributed to every conference attendee, approx. 1,500)	✓	✓	✓		
Logo on promotional giveaway at flagship Boston Walk (Total distribution upwards 500)	✓	✓			
Exclusive Marquee Sponsor name recognition (One Million Steps for OCD Walk, Sponsored by YOUR NAME)	✓				
Opening Ceremony recognition at all Walks	✓				
Recognition in event press release to national media outlets	✓				
Exclusive logo placement on paid digital ad campaigns (Anticipated impressions: 150,000 views)	✓				

# Do Good & Amplify Your Reach

Showcase your commitment to mental health and increase brand visibility.

“ Nearly 9 in 10 Americans would switch brands to one that is associated with a good cause, given similar price and quality.

*The Future of Profit with Purpose, Catalyst, 2018*

## Past Sponsors:





# One Million Steps for OCD Walk Sponsorship Application (2022)

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Business Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Desired Sponsorship Level:

☐ ~~Marquee Sponsor: \$15,000 (SOLD OUT!)~~

☐ **Gold Sponsor: \$7,500** (2 of 3 Spots Remaining)

☐ **Silver Sponsor: \$5,000** (3 of 4 Spots Remaining)

☐ **Bronze Sponsor: \$2,500** (No cap)

☐ **Flagship Boston Sponsor: \$1,000** (No cap)

Please submit your completed application to Kristen Lynch via email at [klynch@iocdf.org](mailto:klynch@iocdf.org). Sponsorships will be accepted on a first come, first served basis.

**Apply to Sponsor**



International  
OCD  
Foundation