

One Million Steps for OCD Walk

Embracing uncertainty, one step at a time!



International
OCD
Foundation

**Sponsorship
Opportunities**

ABOUT THE OCD WALK

The One Million Steps for OCD Walk is a community engagement event that brings together all those impacted by obsessive compulsive disorder (OCD) to raise funds and awareness of what it really means to have OCD. Each year, the OCD Walk provides communities across the country the opportunity to connect, share stories, create impact, and show those who are struggling on their road to recovery that they are not alone.

BECOME A SPONSOR

Funds raised by the OCD Walk support the critical programs of the International OCD Foundation (IOCDF) and its co-hosting Affiliates. By sponsoring the OCD Walk program, you'll not only be expressing your support to thousands via high-touch OCD Walk digital materials, but you will also be aligning with the programs that are at the heart of the IOCDF and its Affiliates.

We offer multi-tiered sponsorships across digital and print media during the fundraising period, giving your brand visibility in front of thousands of participants and their networks. Plus, sponsors are invited to join the IOCDF at the flagship Boston OCD Walk on Saturday, June 3, 2023, or attend an Affiliate co-hosted Walk near them.

Contact Kristen Lynch at klynch@iocdf.org to discuss options for sponsoring the 2023 One Million Steps for OCD Walk today!



About the International OCD Foundation (IOCDF)



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The mission of the IOCDF is to ensure that no one affected by OCD and related disorders suffers alone. Our community provides help, healing, and hope.

Our vision is that everyone impacted by OCD and related disorders has immediate access to effective treatment and support.

The IOCDF provides up-to-date education and resources, strengthens community engagement, delivers quality professional training, and advances groundbreaking research.



**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 expansive email list, in addition to your day-of event visibility.

2022

by the numbers

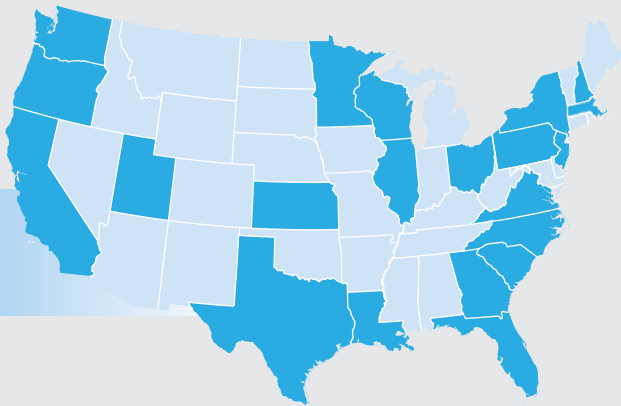
3,075

TOTAL WALKERS

500+ at the Boston Walk



States with
walks in 2022



\$260,000

Funds raised for the OCD community

96,180

Social Media Followers



33,000



19,000



19,600



20,100



4,480

3,000+

posts to #OCDwalk



19,000

*Email
Subscribers*

Sponsorship Opportunities	National Exposure				Flagship \$1,000
	Marquee \$15,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500	
Slots Available	1	3	5	No Cap	No Cap
Exclusive name recognition in 2023 event title: <i>"One Million Steps for OCD Walk, sponsored by YOUR NAME"</i>	●				
Exclusive recognition in digital display ads <i>Anticipated impressions: 150,000 views</i>	LOGO				
Recognition on downloadable participant fundraising materials	LOGO				
Recognition on Save the Date postcards +1,000 print distribution	LOGO				
Recognition during opening ceremonies of all OCD Walks <i>Anticipated 30+ OCD Walk events across the country</i>	VERBAL				
Dedicated spotlight in email to all OCD Walk participants	●	●			
Recognition on giveaway promotional item at the Boston OCD Walk	LOGO	LOGO			
Mentions in IOCDF social media posts 96K followers across platforms	3X	2X	1X		
Recognition on OCD Walk marketing flyers	LOGO	LOGO	LOGO		
Recognition in Annual OCD Conference Program Guide Walk ad <i>1,500 distribution to every attendee</i>	LOGO	LOGO	LOGO		
Recognition in OCD Walk marketing emails <i>19,000 email subscribers</i>	LOGO Above the Fold	LOGO Footer	LOGO Footer	LOGO Footer	
Acknowledgment of your organization in press releases	NAME	NAME	NAME	NAME	
Recognition on OCD Walk homepage w/ hyperlink (iocdf.org/walk)	LOGO Above the Fold	LOGO	LOGO	LOGO	
Recognition on all OCD Walk registration pages w/ hyperlink <i>Anticipated 30+ OCD Walk events across the country</i>	LOGO Above the Fold	LOGO	LOGO	LOGO	LOGO Boston only
Tiered recognition on commemorative OCD Walk T-shirt <i>Over 4,000 distributed to participants at all OCD Walks</i>	LOGO	LOGO	LOGO	NAME	NAME Boston only
Booth at flagship Boston OCD Walk for organization promotion <i>Saturday, June 3, 2023 at Carson Beach, Boston, MA</i>	●	●	●	●	●
Tiered recognition on OCD Walk Welcome Banner graphics	LOGO	LOGO	LOGO	NAME	NAME Boston only

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 (2023)

Organization Name: _____

Contact Name: _____

Contact Title: _____

Business Street Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Desired Sponsorship Level:

- ☐ **Marquee Sponsor: \$15,000** (1 Spots)
- ☐ **Gold Sponsor: \$7,500** (3 Spots)
- ☐ **Silver Sponsor: \$5,000** (5 Spots)
- ☐ **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. Sponsorships will be accepted on a first come, first served basis.

Apply to Sponsor



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