One Million Steps for OCD Walk

Sponsorship Opportunities

iocdf.org/walk
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.

Contact Breanna Galante at bgalante@iocdf.org to discuss options for sponsoring the 2024 OCD Walk today!

About the International OCD Foundation (IOCDF)
The mission of the IOCDF is to ensure that no one affected by OCD and related disorders suffers alone by providing up-to-date education and resources, delivering quality professional training, and strengthening community engagement. We work to advance groundbreaking research and provide a community of help, healing, and hope.

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

Obsessive compulsive disorder (OCD) is a mental health disorder that affects people from all walks of life, including approximately 1 in 100 adults and 1 in 200 children.
Sponsor the OCD Walk

2023 by the numbers

States with walks in 2023

36 Walks across the US

3,930 TOTAL WALKERS from 44 states and territories

Lived Experience 32%
Mental Health Professionals 23%
Supporters & Loved Ones 45%

In addition to increasing your brand awareness at the OCD Walk itself, as a sponsor your brand will be seen by the IOCDF’s ever-growing social media following and extensive email list.

23,000 email subscribers

37,000 Facebook

25,000 Instagram

19,500 Twitter

25,800 YouTube

6,000 LinkedIn

113,300 social media Followers

3,000+ posts to #OCDwalk
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Marginal</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Flagship</th>
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### Slots Available

- **Marginal**
  - 0 OF 1
- **Gold**
  - 1 OF 3
- **Silver**
  - 4 OF 5
- **Bronze**
  - No Cap
- **Flagship**
  - No Cap

### Benefits

- **Exclusive name and logo recognition in 2024 event promotion: **
  - "One Million Steps for OCD Walk, sponsored by YOUR COMPANY"

- **Exclusive recognition in digital display ads on Meta platforms**
  - Anticipated impressions: 150,000

- **Link to sponsor video following OCD Walk promotional YouTube video**
  - Anticipated 1,000+ views in 2024, video choice subject to IOCDF approval

- **Recognition on Save the Date postcards**
  - 1,000+ print distribution

- **Recognition during opening ceremonies of all OCD Walks**
  - Anticipated 30+ OCD Walk events across the country

- **Custom sponsor promotion in email to potential participants**
  - 250 word highlight and hyperlinked logo to 23k+ email subscribers

- **Recognition on giveaway promotional item at the Boston OCD Walk**

- **Sponsor thank you on select social media posts**
  - 113,300 followers across platforms

- **Recognition on OCD Walk marketing flyers for 35+ events**

- **Recognition on Walk ad in Conference Program Guide**
  - Distribution of 2,000+ to every Annual OCD Conference attendee in Orlando, FL

- **Recognition in footer of all OCD Walk marketing emails**
  - 23,000+ email subscribers

- **Acknowledgment of your company in national press releases**

- **Recognition on OCD Walk homepage w/ hyperlink (iocdf.org/walk)**

- **Recognition on all OCD Walk registration pages w/ hyperlink**
  - Anticipated 35+ OCD Walk events across the country

- **Tiered recognition on commemorative OCD Walk T-shirt**
  - Over 2,500 distributed to participants at OCD Walks held in the Fall 2024

- **Exhibit table at local Affiliate-hosted Walk (pending approval)**

- **Tiered recognition on OCD Walk Welcome Banner graphics**

- **Recognition on OCD Walk Welcome Banner graphics**
Do Good and Amplify Your Reach
Showcase your commitment to ending the stigma surrounding OCD and anxiety.

Past Sponsors:

biohaven  noCD  ROGERS Behavioral Health

Mass General Brigham McLean

OCD TX  anxiety institute  CBTeam

OCD and Anxiety Specialists

MASSACHUSETTS GENERAL HOSPITAL Center for OCD and Related Disorders

BrainsWay  MOUNTAIN VALLEY TREATMENT CENTER  COMPASS HEALTH CENTER

New England Center for OCD and Related Disorders

PARC  Bradley Hospital  PANDAS NETWORK  WHOLE FOODS MARKET

DCU  BROOKS  SPECTRUM DESIGNS
Show your support and become an OCD Walk sponsor today!

Submit a sponsor application online or reach out directly to Breanna Galante, Development Manager, Sponsorships & Corporate Relations by emailing bgalante@iocdf.org or calling (617) 973-5801.

Sponsorships will be accepted on a first-come, first-served basis.

Become a Sponsor