

# One Million Steps for OCD Walk

*Sponsorship Opportunities*



International  
OCD  
Foundation

[iocdf.org/walk](http://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.



*Watch the One Million Steps for OCD Walk testimonial video!*

**Contact Breanna Galante at [bgalante@iocdf.org](mailto:bgalante@iocdf.org) to discuss options for sponsoring the 2024 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 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.**



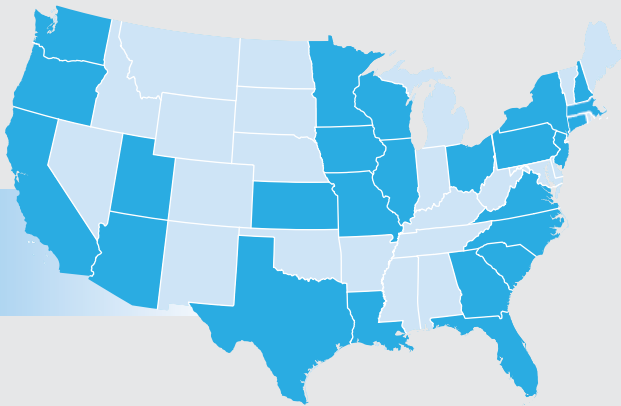
# WHY?

## Sponsor the OCD Walk

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.

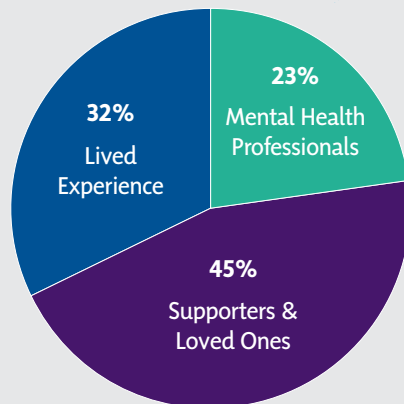
## 2023 *by the numbers*

**36** Walks across the US



States with walks in 2023

**3,930**  
**TOTAL WALKERS**  
*from 44 states and territories*



**23,000**  
email subscribers

**37,000**

**25,000**

**19,500**

**25,800**

**6,000**

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

**113,300**  
*social media Followers*

Sponsorship Opportunities	Marginalized SOLD OUT \$15,000	Gold \$7,500 NOW \$7,000	Silver \$5,000 NOW \$4,500	Bronze \$2,500	Flagship \$1,000
Slots Available	0 OF 1	1 OF 3	4 OF 5	No Cap	No Cap
Exclusive name and logo recognition in 2024 event promotion: <i>"One Million Steps for OCD Walk, sponsored by YOUR COMPANY"</i>	●				
Exclusive recognition in digital display ads on Meta platforms <i>Anticipated impressions: 150,000</i>	LOGO				
Link to sponsor video following OCD Walk promotional YouTube video <i>Anticipated 1,000+ views in 2024, video choice subject to IOCDF approval</i>	●				
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				
Custom sponsor promotion in email to potential participants <i>250 word highlight and hyperlinked logo to 23k+ email subscribers</i>	●	●			
Recognition on giveaway promotional item at the Boston OCD Walk	LOGO	LOGO			
Sponsor thank you on select social media posts <i>113,300 followers across platforms</i>	●	●	●		
Recognition on OCD Walk marketing flyers for 35+ events	LOGO	LOGO	LOGO		
Recognition on Walk ad in Conference Program Guide <i>Distribution of 2,000+ to every Annual OCD Conference attendee in Orlando, FL</i>	LOGO	LOGO	LOGO		
Recognition in footer of all OCD Walk marketing emails <i>23,000+ email subscribers</i>	LOGO Above the Fold	LOGO Footer	LOGO Footer	LOGO Footer	
Acknowledgment of your company in national press releases	NAME	NAME	NAME	NAME	
Recognition on OCD Walk homepage w/ hyperlink ( <b><i>iocdf.org/walk</i></b> )	LOGO Above the Fold	LOGO	LOGO	LOGO	
Recognition on all OCD Walk registration pages w/ hyperlink <i>Anticipated 35+ 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 2,500 distributed to participants at OCD Walks held in the Fall 2024</i>	LOGO	LOGO	LOGO	NAME	NAME Boston only
Exhibit table at local Affiliate-hosted Walk (pending approval)	●	●	●	●	Boston only
Tiered recognition on OCD Walk Welcome Banner graphics	LOGO	LOGO	LOGO	NAME	NAME Boston only

# Do Good and Amplify Your Reach

Showcase your commitment to ending the stigma surrounding OCD and anxiety.

## Past Sponsors:







## 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](mailto:bgalante@iocdf.org) or calling (617) 973-5801.

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

**Become a Sponsor**



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