

One Million Steps for OCD Walk

Sponsorship Opportunities



International OCD Foundation **OCD WALK**

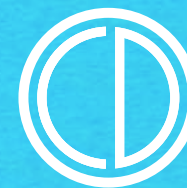
Live Uncertain! **I WALK BECAUSE** you got this!

you are BRAVER than you think! **I believe you are NOT your** ERP Rocks!

Mental health MATTERS! **♡ thoughts ♡** you are not alone!

Do it SCARED!

iocdf.org



International
OCD
Foundation

iocdf.org/walk

ABOUT THE OCD WALK

The One Million Steps for OCD Walk is a series of community engagement events 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 nationwide — and globally! — the opportunity to connect, share stories, create impact, and show those on their road to recovery that **they are not alone**.

BECOME A SPONSOR

Funds raised by the OCD Walk support the vital programs of the International OCD Foundation (IOCDF) and its co-hosting Affiliates. These programs include connecting individuals to treatment and support through our resource directory, providing accessible educational materials in print and digital formats, hosting community-building livestreams, training clinicians through our comprehensive Training Institute, and advancing groundbreaking research and policy advocacy.

By sponsoring the OCD Walk program, you'll reach thousands in the OCD and related disorder community and beyond with high-touch digital materials — all while contributing to the overall mission and vision of the IOCDF.

Contact Breanna Galante at bgalante@iocdf.org to discuss options for sponsoring the 2025 OCD Walk today!



Watch the One Million Steps for OCD Walk testimonial video!

Our Mission

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

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

Our Work

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



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**Up to 180
million
adults
and 60
million kids**

**worldwide have
OCD or will develop
it at some point in
their lives.**

Step Into Impact:

Our Reach in Action

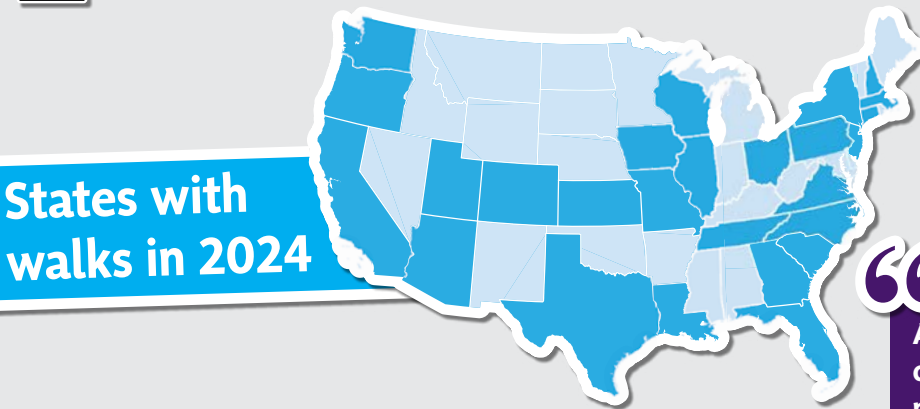
Showcase your brand on the IOCDF's ever-growing social media following and extensive email list, in addition to the in-person OCD Walk events across the country.

2024 by the numbers

8,000+ miles or 19.2 million steps walked
(that's like walking from New York City to Hong Kong!)



43 In person Walks across the US



5,400 TOTAL WALKERS
36% more than 2023!

“

As a sponsor for the OCD walk, we loved the opportunity to share about our residential and php programming on stage before the event kicked off. We also loved being able to start the walk with the grand marshal of the year. IOCDF has done an excellent job helping to raise awareness, while educating individuals with OCD on evidence-based treatment. Most importantly, at the IOCDF walk, it is so apparent that regardless of the struggle, "You are not alone!"

— Cali Werner, LCSW
Director of Referral Relations / Clinician
OCD Institute of Texas, 2024 Marquee Sponsor

\$284k+
raised from 4,500 supporters

6 Million+
website views to iocdf.org

34,000+
views on iocdf.org/walk

23,000+
email subscribers

127,000+
social media followers

40,000

31,000

30,000

20,000

6,000

Sponsorship Opportunities	Marquee \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Slots Available	1	3	NO CAP	NO CAP
Exclusive name recognition on iocdf.org 2025 event title: "One Million Steps for OCD Walk, sponsored by YOUR NAME"	✓			
Prominent hyperlinked logo placement on all OCD Walk registration pages, ensuring instant visibility <i>Anticipated 40+ OCD Walk events across the country</i>	✓			
Link to sponsor video following OCD Walk promotional YouTube video <i>Anticipated 1,000+ views in 2025, video choice subject to IOCDF approval</i>	✓			
Exclusive recognition on Save the Date postcards*	LOGO			
Speaking opportunity during opening ceremony of flagship Boston OCD Walk	✓			
Designated area at flagship Boston OCD Walk to celebrate with your team	✓			
Custom sponsor promotion in email to potential participants <i>250 word highlight and hyperlinked logo to 23k+ email subscribers</i>	✓	✓		
Recognition on promotional giveaway item at Walk of your choice*	LOGO	LOGO		
Sponsor recognition on lawn signs placed along walk route* <i>Anticipated 40+ OCD Walk events across the country</i>	LOGO	LOGO		
Story highlight on IOCDF Instagram through duration of Walk series	✓	✓		
Sponsor thank you on select social media posts	3	2	1	
Recognition on OCD Walk marketing flyers*	LOGO	LOGO	LOGO	
Recognition on Walk ad in Conference Program Guide <i>Distribution of 2,000+ to every Annual OCD Conference attendee</i>	LOGO	LOGO	LOGO	
Recognition in all IOCDF OCD Walk marketing emails <i>Sent to 23,000+ email subscribers</i>	LOGO <i>Above the fold</i>	LOGO <i>Footer</i>	LOGO <i>Footer</i>	LOGO <i>Footer</i>
Acknowledgment of your organization in press releases to national news outlets	NAME	NAME	NAME	NAME
Recognition on OCD Walk homepage w/ hyperlink (iocdf.org/walk) <i>Over 34,000 page views</i>	LOGO <i>Above the fold</i>	LOGO	LOGO	LOGO
Recognition on all OCD Walk registration pages w/ hyperlink <i>Anticipated 40+ OCD Walk events across the country</i>	LOGO	LOGO	LOGO	LOGO
Tiered recognition on commemorative OCD Walk T-shirt* <i>Over 4,000 distributed to participants at all OCD Walks</i>	LOGO	LOGO	LOGO	NAME
Booth at flagship Boston OCD Walk for organization promotion	✓	✓	✓	✓

*Sponsor logo must be received by deadline of Friday, March 28 to be included on print materials

Other ways to support the walk: Gifts In-Kind

Help support our walkers by donating in-kind items such as snacks, bottled water, or other essentials. These contributions keep participants fueled and demonstrate your care for their journey every step of the way. Contact Breanna at bgalante@iocdf.org to learn more!

Thank you to our past sponsors and corporate partners!

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

Past Sponsors:





Take the first step 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](#)



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