



One Million Steps for OCD Walk

Sponsorship Opportunities



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 2026 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.

2025

by the numbers

5,500+

TOTAL WALKERS



300 Walkers participating in Walk Around the World, a global day of action where individuals walk in their own communities to raise awareness for OCD and related disorders.

57 Total walks in 2025 (7 international)

6 International Walks



6.6 Million+
website views to iocdf.org (6% increase)



13,600+
views on iocdf.org/walk



47,700+
email subscribers (26% increase)

139,000+

social media followers



43,000



35,500



35,800

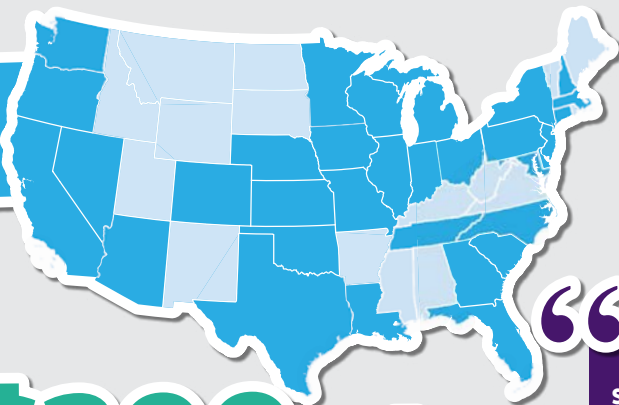


19,200



7,600

States with walks in 2025



\$300k+

raised from 5,500 supporters
(22% more than last year)

At NOCD, we pride ourselves on not only serving the OCD community but also in being a part of it. Supporting OCD Walks around the world allows us to reaffirm this commitment and help foster valuable community connections.

— Patrick McGrath
Chief Clinical Officer
NOCD (2025 Marquee Sponsor)

Sponsorship Opportunities	Marquee \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Slots Available	1	2 of 3	NO CAP	NO CAP
Exclusive name recognition on iocdf.org 2026 event title: "One Million Steps for OCD Walk, sponsored by YOUR NAME"	✓			
Exclusive prominent logo placement on OCD Walk homepage and every registration page (anticipated 50+ events in 2026)	✓			
Exclusive company highlight with bio, photo, and hyperlink on iocdf.org/walk	✓ NEW!			
Collab Instagram Post with IOCDF kicking off the 2026 OCD Walk season	✓ NEW!			
Logo on giveaway promotional item at BOTH: Flagship Boston OCD Walk & Local OCD Walk of your choice	✓			
Opportunity to speak at flagship Boston OCD Walk (800+ anticipated walkers)	✓			
Link to sponsor video following OCD Walk promotional YouTube video Anticipated 1,000+ views in 2025, video choice subject to IOCDF approval	✓			
Logo on lawn signs placed along walk route at flagship Boston OCD Walk	✓	✓		
Custom sponsor highlight in marketing email (27,000+ subscribers)	✓	✓		
Logo on direct mail Save the Date brochures (Anticipated 10,000 distributed throughout the year)	LOGO	LOGO		
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 Distribution of 2,000+ to every Annual OCD Conference attendee	LOGO	LOGO	LOGO	
Verbal recognition during opening ceremony of flagship Boston OCD Walk	✓	✓	✓	✓
Recognition in all IOCDF OCD Walk marketing emails	LOGO <i>Above the fold</i>	LOGO <i>Footer</i>	LOGO <i>Footer</i>	LOGO <i>Footer</i>
Recognition on OCD Walk homepage w/ hyperlink (iocdf.org/walk)	LOGO <i>Above the fold</i>	LOGO	LOGO	LOGO
Acknowledgment of your organization in press releases	NAME	NAME	NAME	NAME
Logo on every OCD Walk registration page with website link Anticipated 50+ OCD Walk events across the country	LOGO <i>Above the fold</i>	LOGO	LOGO	LOGO
Tiered recognition on commemorative OCD Walk T-shirt Over 2,000+ distributed to participants at all OCD Walks	LOGO	LOGO	LOGO	LOGO
Exhibit booth at local Walk of your choice	✓ (up to 5) Plus at Boston flagship	✓ (up to 4) Plus at Boston flagship	✓ (up to 3) Plus at Boston flagship	✓ (up to 1) Plus at Boston flagship

Other ways to give back



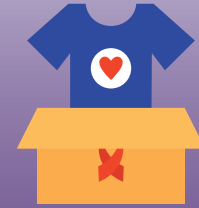
Tax-deductible donation

Make a meaningful difference with a fully tax-deductible gift. Every dollar supports research, education, and life-changing resources for individuals and families impacted by OCD and related disorders. Donate at **iocdf.org/walk**.



Corporate Volunteerism

Make strides with your team! Create a walk fundraising page on iocdf.org/walk where employees can sign up to walk for free or make a donation toward your company's overall fundraising goal.



In-Kind Donations

Donate your goods or services to help make our walks a success! Popular contributions include snacks, water, event supplies, and gift cards, all of which help create an unforgettable day for participants. Email **walk@iocdf.org** for more information.

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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