

National Alliance on Mental Illness (NAMI) Tallahassee Presents



2025 BLUEBIRD

Run and Walk for Brookie B for Suicide Awareness and Prevention

In 2012, Bill and Mary Bowers faced an unimaginable tragedy when they discovered their daughter Brook had died by suicide in their Tallahassee home. Her loss deeply affected our community, and in her memory, the annual Labor Day **Bluebird Run and Walk for Brookie B.** was created in 2015. Last year, we marked the 10th anniversary of this meaningful event, with over 600 participants coming together in support. This year, we hope to make an even bigger impact, and we're reaching out for your help to make it possible.

Here are the ways you can support this inspirational community-driven event:



Sponsorship: Help amplify our collective impact by becoming a sponsor and showing your support for this vital cause.



Donate Goods or Services: Your contributions empower local mental health initiatives and strengthen community efforts.



Volunteer: Be a part of the community effort by offering your time to ensure the event runs smoothly.

NAMI Tallahassee is a 501(c)(3) tax-exempt charitable organization.

Sponsorship Levels

Birdie	\$250
Community	\$500
Bronze	\$1,000
Silver	\$3,000
Gold	\$5,000
Platinum	\$10,000

Sponsorship Benefits

Birdie

- Your Logo + Link on NAMI-T and Bluebird Websites
- Your Logo + Link on Bluebird and NAMI Social Media
- Your Logo on Event Day Sponsor Board

Community

- All Birdie Sponsor benefits +:
- 2 Free Event Registrations*
- 2 Free Bluebird Run T-Shirts*

Bronze

- All Community Sponsor benefits +:
- Complimentary table at the Mental Health Fair
- 5 Free Event Registrations*
- 5 Free Bluebird Run T-Shirts*

Silver

- All Bronze Sponsor benefits +:
- Your Logo on Bluebird Run T-shirts
- 10 Free Event Registrations*
- 10 Free Bluebird Run T-Shirts*

Gold

- All Silver Sponsor benefits +:
- Your Name Announced at Start & Awards
- Your Name on Course Mile Markers
- 15 Free Event Registrations*
- 15 Free Bluebird Run T-Shirts*

Platinum

- All Gold Sponsor benefits +:
- Your Name on Digital Billboard
- 20 Free Event Registrations*
- 20 Free Bluebird Run T-Shirts*

*Submit registration and logo by August 1 to receive t-shirts and promotions.

Contact Us



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