

# Community

/kə'myŏnədə/

**We are a diverse community made stronger by our common determination to stop suicide.**



**American  
Foundation  
for Suicide  
Prevention**

Dear Friend and Community Leader,

**You can be an everyday hero in the fight against suicide.**

Partner with us as an event sponsor for the annual Annapolis *Out of the Darkness Walk*, taking place on Saturday, September 22<sup>nd</sup> at the Navy Marine Corps Stadium.

Suicide is the 3<sup>rd</sup> leading cause of death for ages 10 to 35 in Maryland and every suicide affects at least 100 people in your community. However, suicide is preventable. With your support, we'll be one step closer to achieving our bold goal of reducing the suicide rate 20% by 2025.

Sponsor the Annapolis *Out of the Darkness Walk* and show our community that you're a voice for suicide prevention.

Funds raised from The *Out of the Darkness Walks* allow us to fund research, create educational programs, advocate for public policy, and support survivors of suicide loss.

I look forward to discussing our 2018 sponsorship opportunities and benefits with you in more detail. To walk with us to fight suicide, please register at [www.afsp.org/annapolis](http://www.afsp.org/annapolis).

Kind regards,

*Dear D'Camera*

Co-Walk Chair | AFSP Maryland Chapter  
annapolisootd@gmail.com | 410-703-6335



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## **SPONSORSHIP OPPORTUNITIES**

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### **2018 ANNAPOLIS OUT OF THE DARKNESS WALK**

#### **Annapolis Bronze Lifesaver | Donate \$250**

- The opportunity to support the nation's leading non-profit organization dedicated to understanding and preventing suicide through research, education and advocacy, and to reaching out to people with mental disorders and those impacted by suicide.
- A tax deductible donation & donation receipt
- A Talk Saves Lives presentation at your organization; an introduction to Suicide Prevention that helps your staff and co-workers learn the risk and warning signs of suicide and how, together, we can prevent it.
- Your logo on the Annapolis Out of the Darkness Walk website ([afsp.org/annapolis](http://afsp.org/annapolis)) that links to your company's website

#### **Annapolis Silver Lifesaver | Donate \$500**

- Recognition for your company on Facebook and the Annapolis Out of the Darkness Facebook Event (6,000 plus likes)
- Your logo in the monthly E-Newsletter to our Annapolis Out of the Darkness walkers (over 1,100 subscribers, ends December 31, 2018)
- Your logo on the back of the Annapolis walk t-shirt (deadline: August 22, 2018)
- 2 complimentary Annapolis walk t-shirts
- All Bronze Lifesaver benefits

#### **Annapolis Gold Lifesaver | Donate \$1,000**

- Your logo presented on the Navy Stadium's Jumbotron
- 4 complimentary Annapolis walk t-shirts
- All Bronze and Silver Lifesaver benefits

#### **Annapolis Diamond Lifesaver | Donate \$2,500**

- Tent with signage for your walk team and friends at the walk
- Spotlight article about your company's support in the quarterly newsletter to all 10,000+ AFSP Maryland Chapter E-Newsletter subscribers
- 6 complimentary Annapolis walk t-shirts
- All Bronze, Silver, and Gold Lifesaver benefits

#### **Annapolis Community Lifesaver | Donate \$5,000**

- Your logo on 10 additional Maryland Out of the Darkness walk t-shirts: Carroll County, Southern Maryland (deadline: August 8, 2018), Ocean City (deadline: August 22, 2018), Havre de Grace, Montgomery County, Howard County, Mid-Shore (deadline: August 29, 2018), Hagerstown, Frederick, and Baltimore (deadline: September 13).
- 10 complimentary Annapolis walk t-shirts
- All Bronze, Silver, Gold, and Diamond Lifesaver benefits



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## ANNAPOLIS OUT OF THE DARKNESS WALK 2018 SPONSORSHIP AGREEMENT

Please Print

Name/Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Company Website Address: \_\_\_\_\_

**Please select one of two sponsorship options:**

**Cash Sponsorship:**

- Annapolis Bronze Lifesaver | Donate \$250
- Annapolis Silver Lifesaver | Donate \$500
- Annapolis Gold Lifesaver | Donate \$1,000
- Annapolis Diamond Lifesaver | Donate \$2,500
- Annapolis Community Lifesaver | Donate \$5,000

**OR**

**In-Kind Sponsorship:**

Product: \_\_\_\_\_

OR Service: \_\_\_\_\_

Fair market Value\* (product or service): \$ \_\_\_\_\_

Value Determined by: \_\_\_\_\_

*\*min*

**Additional Options:**

- Call me, I am interested in forming a team for the walk
- Unable to sponsor, but please accept this donation\$ \_\_\_\_\_
- Referred by (if someone referred you to us, please let us know): \_\_\_\_\_

*We authorize The American Foundation for Suicide Prevention to include our corporate name and logo on all "Out of the Darkness" materials consistent with our sponsorship selection and publication dates.*

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Donation Via:**

- Enclosed Check       Invoice Required to Process Payment
- Credit Card:     AMEX                       Mastercard                       Visa                       Discover

CARD NO. \_\_\_\_\_

EXP. DATE: \_\_\_\_\_ CODE: \_\_\_\_\_ BILLING ZIP: \_\_\_\_\_

Card Holder Name (if different than Contact Person Name): \_\_\_\_\_

**Completed & Signed Agreement with Logo Due by August 22, 2018**

**Logo Specifications:** T-shirt: Vector file (EPS, PS, PDF) format to ensure logo integrity. **Website:** Stacked logos appear best (max width is 80px) and we accept vector files and/or image files (.jpeg, .png).

**Please scan and email or mail this agreement, logo, & Website link to:**

**Email:** kolbrich@afsp.org | **Mail:** AFSP, ATTN: OOTD WALKS, P.O. Box 169, Annapolis, MD 21404

Thank You for Your Generous Support of the American Foundation for Suicide Prevention!