SPONSOR THE NORTH COUNTRY WALK

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

Olympic Speed Skating Oval, Lake Placid
September 30, 2018
www.afsp.org/northcountry

Last year, the North Country Walk raised $31,269 to fight suicide.

Why support the *North Country Out of the Darkness* Walk?

Suicide is a leading cause of death – and it is preventable. With your support, we'll be one step closer to achieving our bold goal of reducing the suicide rate 20% by 2025.

The American Foundation for Suicide Prevention leads the fight against suicide.

Funds raised from the *North Country Out of the Darkness Walk* allows us to fund research, create educational programs, advocate for public policy, and support survivors of suicide loss.

Over the past year through money raised, the Capital Region chapter has been able to: provide our More Than Sad program to 345 students and school personnel; participate in 14+ community health fairs providing information and resources to almost 700 people; present the Talk Saves Lives program to 437 people; provide support to 251 suicide loss survivors; provide our new It's Real college film to 356 college students; and, so much more.

Sponsor the *North Country Walk* and you can be a part of bringing these lifesaving programs to your community and show that you are a voice for suicide prevention.

Please feel free to contact me with any questions. I look forward to discussing our 2018 sponsorship opportunities and benefits with you in more detail.

With kind regards,

Shelby

Shelby Davis
North Country Walk Chair
Capital Region NY Chapter, AFSP
shelby@mhainessex.org
518-932-1241

American Foundation for Suicide Prevention
OUT OF THE DARKNESS

SPONSORSHIP OPPORTUNITIES & BENEFITS

For more information or to design a custom sponsorship plan, please contact: Shelby Davis, Walk Chair, shelby@mhainessex.org Laura Marx, Area Director, lmarx@afsp.org		Gold Sponsor $1,000	Silver Sponsor $500	Bronze Sponsor $250	Sign Sponsor $150
SPONSOR BENEFITS	Walk prize pack including 10 wristbands and 10 walk stickers for company employees	✔			
	Opportunity to include promotional item with walker giveaways	✔			
	Walk Day Information/Exhibit Table***	✔			
	Opportunity for AFSP Lunch and Learn for your employees	✔	✔		
	Sponsor logo included on the sponsor banner displayed at the walk	✔	✔		
	Sponsor logo in chapter email announcements (min. 2)	✔	✔		
	Sponsor recognition on Facebook event page	✔	✔		
	Logo on back of walker t-shirts (approx. 60 printed)	✔	✔	✔	
	Complimentary Walk T-Shirts (# shirts shown)	4	2	1	
	Sponsor logo printed in the day of walk program	✔	✔	Name only	
	Company Logo/Name on walk website	✔	✔	✔	Name only
	Verbal acknowledgement day of walk	✔	✔	✔	✔
	Company Logo/Name on one walk sign on the walk route				✔

Need other options? Contact us for a customized sponsor package that better suits the needs of your business.

**Please note logo placement opportunities on printed items are subject to production deadlines*
**AFSP reserves the right to substitute any benefits listed for a benefit of equal value*
****Subject to application and terms of AFSP Tabling Agreement*

American Foundation for Suicide Prevention

OUT OF THE DARKNESS

2018 SPONSORSHIP AGREEMENT

North Country Out of the Darkness Community Walk

Please Print

Name/Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Company Web Address: _____

Please select cash or in-kind sponsorship options:

Cash Sponsorship:

- ❑ Gold Sponsor | Donate $1,000
- ❑ Silver Sponsor | Donate $500
- ❑ Bronze Sponsor | Donate $250
- ❑ Sign Sponsor | Donate $150

OR

In-Kind Sponsorship (Product or Service):

Product: _____

OR Service: _____

Fair Market Value* (of product or service): $ _____

Value Determined By: _____

**Value must be greater than or equal to min. sponsor level cash amount to qualify for sponsor benefits*

Additional Options:

- ❑ Please send me information about forming a team for the walk
- ❑ Unable to sponsor, but please accept this donation $ _____
- ❑ I was referred by (insert name/team/company): _____

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. Make checks payable to AFSP, put "North Country" on the memo line.

Authorized Signature: _____ **Date:** _____

Method of Payment:

- ❑ Check Enclosed
- ❑ Invoice Required
- ❑ Amex
- ❑ Visa
- ❑ MasterCard
- ❑ Discover
- ❑ Call me to process payment via phone

Card No: _____

Exp Date: _____ Code: _____ Billing Zip: _____

Card Holder Name *(if different than Contact Person Name):* _____

Completed & Signed Agreement with Logo Due by August 24, 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: lmarx@afsp.org | Mail: AFSP Capital Region NY Chapter, PO Box 486, East Greenbush, NY 12061

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

American Foundation for Suicide Prevention

OUT OF THE DARKNESS