

SPONSOR THE ONEONTA WALK

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

Moose Lodge, Oneonta, NY
September 22
www.afsp.org/oneonta



Over the last 7 years, the Oneonta Out of the Darkness walk, has raised over \$122,000 to fight suicide.

Why support the Oneonta 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.

Build your brand's goodwill by supporting a cause everyone can get behind.

Our walkers are passionate supporters of the cause, with 78% of online registrants indicating a personal investment in suicide prevention. And goodwill goes a long way: 91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality.¹

Not only are consumers making purchase decisions with purpose top of mind, they are also buying and advocating for purposeful brands. 72% of consumers would recommend a brand that supports a good cause over one that doesn't.²

Sponsor the Oneonta Walk and show our community that you're a voice for suicide prevention.

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

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.

Donna

Donna Lange
Oneonta Walk Chairperson
South Central NY Chapter, AFSP
dlangeafspsc@gmail.com
607-435-3112

1. [2013 Cone Communications/Echo Global CSR Study](#)
2. [Edelman goodpurpose® 2012](#)

SPONSORSHIP OPPORTUNITIES & BENEFITS

For more information or to design a custom sponsorship plan, please contact: Donna Lange, Walk Chair, dlangeafspsc@gmail.com 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



2018 SPONSORSHIP AGREEMENT

Oneonta 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 and put "Oneonta Walk" on the memo line.

Authorized Signature: _____ Date: _____

Method of Payment:

Check Enclosed

Amex

MasterCard

Call me to process

Invoice Required

Visa

Discover

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 17, 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: lmrx@afsp.org | Mail: South Central Chapter, AFSP, PO Box 175, West Oneonta, NY 13861

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

