

Walk to Fight Suicide



2018 Hays Area Sponsorship Opportunities

afsp.org/Hays



American
Foundation
for Suicide
Prevention





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Foundation
for Suicide
Prevention**



March 15, 2018

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 2018 Hays Area *Out of the Darkness* Walk, taking place on September 15, 2018 at Hays Municipal Park.

Why support the Hays Area *Out of the Darkness* Walk?

Agriculture has the highest suicide rate of any occupation and is the 2nd leading cause of death of Kansans aged 10-34. Your support allows us to offer educational information and presentations on suicide prevention across Northwest Kansas.

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

More than 80 people turned out for our first walk in 2017. 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 2018 Hays Area *Out of the Darkness* 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.

For more information, please contact:
Ashton Gebhard, Walk Chairperson
Greater Kansas Chapter
Out of the Darkness Hays Area Walk
785-543-1963
ashgeb@hotmail.com

¹ [2013 Cone Communications/Echo Global CSR Study](#)

² [Edelman goodpurpose® 2012](#)



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OUT OF THE DARKNESS HAYS AREA COMMUNITY WALK SPONSORSHIP LEVELS

Prairie Dog Sponsor | Donate \$250

Benefits Include:

- 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
- Your logo on the 2018 Hays Area Out of the Darkness Walk website that links to your company's website.
- Your logo on the back of walker t-shirts. Hays Area had over 80 Walkers in 2017!

Bison Sponsor | Donate \$500

Benefits Include:

- Prairie Dog Level Benefits listed Above**
- Your company recognized in announcements at event.
- Walk Day Information/Exhibit Table (*subject to application and terms of AFSP Tabling Agreement*).





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OUT OF THE DARKNESS HAYS AREA COMMUNITY 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:

Bison Level Sponsor | Donate \$500

Prairie Dog Level Sponsor | Donate \$250

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 10, 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: ashgeb@hotmail.com | **Mail:** Kansas AFSP, c/o Ashton Gebhard, 874 W Fox Rd, Long Island, KS 67647

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