WALK TO FIGHT SUICIDE

OUT OF THE DARKNESS Community Walk

2018 Franklin County
Sponsorship Opportunities

AMERICAN FOUNDATION FOR Suicide Prevention

afsp.org/Greenfield

Suicide is the only leading cause of death that is on the rise, and suicide is preventable. From children as young as 10 years old to our veterans and elderly population, suicide is everyone's business.

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

Partner with us as an event sponsor for the 2018 Franklin County *Out of the Darkness* Walk, taking place on Saturday, September 29th at Energy Park in Greenfield.

Why support the Franklin County *Out of the Darkness* Walk?

With your support, we'll be one step closer to achieving our bold goal of reducing the suicide rate 20% by 2025. Sponsors allow the Western Mass chapter to deliver AFSP's live saving trainings and education programs throughout our communities, support those who have lost someone to suicide through our Loss & Healing programs, and grow our advocacy efforts to stimulate a change in our culture and the stigma around mental health and suicide.

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 Franklin County walk and show our community that your company is 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. We are very excited for this year's event and look forward to a successful day of hope and healing for all our walkers, and partners!

Thank you for your continued support!

Heather White
AFSP Western Mass Chapter
413-387-3770
HWhite@afsp.org

[1] *2013 Cone Communications/Echo Global CSR Study*
[2] *Edelman goodpurpose® 2012*

OUT OF THE DARKNESS FRANKLIN COUNTY COMMUNITY WALK SPONSORSHIP LEVELS

Bronze Level 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 save lives and bring hope to those affected by suicide.
☑ A tax deductible donation & donation receipt.
☑ Your logo on the Community Walk website that links to your company's website.
☑ Volunteer opportunities for you and your staff.
☑ Company listing on Sponsor Board at the event.

Silver Level Sponsor | Donate $500

Benefits Include:

☑ Bronze Level Sponsorship Benefits listed above.
☑ Your logo on the back of walker t-shirts.
☑ 2 complimentary Community Walk t-shirts & Walker Registrations.
☑ Company Logo inclusion on Directional Sign along the Walk Route.

Gold Level Sponsor | Donate $1,000

Benefits Include:

☑ Bronze & Silver Level Sponsorship Benefits listed above.
☑ Your company recognized in announcements at event.
☑ 4 complimentary Community Walk T-shirts & 4 Team Walker registrations.
☑ Your company listed as sponsor in 2 mailings of AFSP Western Mass Chapter eNewsletter.
☑ Company logo on Sponsor board at the event.

Platinum Level Sponsor | Donate $2,500

Benefits Include:

☑ Bronze, Silver, & Gold Level Sponsorship Benefits listed above.
☑ 10 complimentary Community Walk t-shirts & 10 Team Walker registrations.
☑ Your company listed as sponsor in 4 mailings of AFSP Western Mass Chapter eNewsletter.
☑ One onsite AFSP presentation or training at your company's site.
☑ Personalized Gathering Area for your Team Walkers.

Triple Platinum Level Sponsor *| Donate $5,000*

☑ Platinum level benefits at ALL THREE Western Mass Community Walks
Berkshire County, Franklin County, and Springfield

Small Business Supporters

| Donate $150 | Ten Available

Out of the DARKNESS℠
COMMUNITY WALKS

AMERICAN FOUNDATION FOR Suicide Prevention
Proud Supporter
afsp.org

Show the community you are a voice for suicide prevention!

Support the nation's leading non-profit organization dedicated to understanding and preventing suicide through research, education and advocacy, and to save lives and bring hope to those affected by suicide

A tax deductible donation & donation receipt
Your company name on the Small Business Supporters signage at the Walk
Promotional mention and thank you on Twitter and Facebook pages
Appreciation certificate for display at your place of business
Tabling Opportunity at the Out of the Darkness Walk

Out of the DARKNESS
COMMUNITY WALKS

THANK YOU TO OUR SMALL BUSINESS SUPPORTERS!

Your Company Here!
Your Company Here!
Your Company Here!

Paws For Prevention Sponsor | Donate $250 | Two Available

Welcome our furry friends to the Out of the Darkness Walk!
Pups registered for Paws for Prevention with their owners will receive an AFSP Bandana, doggie treat bag, and a raffle ticket to win a great basket of toys, supplies, and treats!

With your $150 donation & raffle basket item, your pet-centric business will receive:

- The Small Business Supporter benefits above
- Logo and link on the paws for Prevention Registration page
- Ownership of the "Paws" Check In Area –
  - Mingle & Meet Paws participants while registering and & checking in Paws participants
  - Fill the Check-In Table with promotional materials, information or samples

OUT OF THE DARKNESS FRANKLIN COUNTY COMMUNITY WALK
2018 SPONSORSHIP AGREEMENT

Please Print

Name/Company: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Contact Person: _____

Phone: _____ **Email:** _____

Company Website Address: _____

Please select one of two sponsorship options:

Donation:

☐ **Triple Platinum Level Sponsor** | Donate $5,000

☐ **Platinum Level Sponsor** | Donate $2,500

☐ **Gold Level Sponsor** | Donate $1,000

☐ **Silver Level Sponsor** | Donate $500

☐ **Bronze Level Sponsor** | Donate $250

OR

Donation:

☐ **Paws 4 Prevention Sponsor** | Donate $150

☐ **Small Business Supporter** | Donate $150

In-Kind:

Product: _____

OR Service: _____

Fair market Value (product or service): $ _____

Additional Options:

☐ Call me, I am interested in forming a team for the walk

☐ Unable to sponsor, but please accept this donation$ _____

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*): _____

Agreement and Logo Due by <u>Frida, August 31, 2018</u>

Logo format for Website ($250 donation value and above) **& T-shirts** ($500 and above)**: pdf, tif, jpeg, or eps**

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

Email: hwhite@afsp.org | **Mail**: AFSP, ATTN: OOTD WALKS, PO Box 417 West Springfield MA 01089

Thank You for Your Generous Support of the American Foundation for Suicide Prevention!
You are helping save lives in your community. Thank you!

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
American Foundation for Suicide Prevention

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only **one** of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☑ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☐ Other (see instructions) ▶

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any) 1
Exemption from FATCA reporting code (if any)
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
120 Wall Street, FL 29

Requester's name and address (optional)

6 City, state, and ZIP code
New York, NY 10005

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number
[ ][ ][ ] – [ ][ ] – [ ][ ][ ][ ]

or

Employer identification number
1 3 – 3 3 9 3 3 2 9

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here Signature of U.S. person ▶ [signature] Date ▶ 1/26/2017

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.