

Event Opportunities for Third-Party Supporters, Vendors and Sponsors

The American Foundation for Suicide Prevention encourages third-party support, partnerships and sponsor from organizations that share our goal of reducing the annual U.S. suicide rate 20 percent by the year 2025, including other not-for-profit organizations, for-profit organizations, corporate foundations and government-related entities. While these relationships are essential to our organization reaching its goals for public health, AFSP must exercise care not to endorse or appear to endorse a commercial product, service or enterprise, or positions not endorsed by AFSP.

- The organization reserves the right to determine who may table, speak, or otherwise have a presence at our events
- The messages and materials shared (verbal or written; and on- or off-event) need to align with the organization's mission to save lives and bring hope to those affected by suicide; and align with public policies and positions held by the organization
- The presence must positively/enhance the overall participant experience

The organization offers two types of opportunities based on the following criteria:

Community Resource Tables

For not-for-profit or community-based organizations that have a mission that supports mental health and/or suicide prevention and can include community non-profits, behavioral health centers, addiction recovery/support, grief support, veterans resources/support, etc.

- Based on event, these may be free or include a small fee to cover expense and guarantee attendance (up to \$250)
- There are no sales/fundraising/soliciting at the resource tables – these are informational opportunities only

Sponsors/Vendors

Include a variety of organizations or companies including community workplaces, for-profit companies, or for-profit treatment centers – which must enhance event experience for participant with messaging that supports the cause.

- Based on event type, there is a tabling fee based on sponsor level
- Sponsors must be clearly identified with signage when tabling or with introduction when speaking
- Food vendors who sign an agreement to donate minimum 10 percent of sales on event must provide a permit/insurance to event organizers – if the event does not have permit for food vendors, the food vendor must incur permitting time and cost directly

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Considerations

- All vendors/speakers are subject to review and approval by the organization – the organization reserves the right to deny or exclude any organization or vendor from tabling for any reason
- All materials must adhere to the organization’s mission and values, comply with applicable law, and AFSP policies and procedures
- All messaging (spoken/displayed/written) must comply with the organization’s best practices for safely speaking about suicide
- The organization does not permit politicians in an election cycle, advocacy organizations, firearms manufacturers, and liquor/beer/wine distillers/brewers/distributors – additionally, in accordance with federal law, no political campaigning is permitted at any AFSP event and AFSP cannot campaign for or against a candidate for political office, contribute money or labor to a political campaign or distribute campaign literature
- The organization does not endorse any particular treatments, but rather encourages individuals and families to find the treatment plan and provider that works best for each person – please note, as a third-party guest, you may make information available and engage those who approach a resource table about your services/treatment, but do not actively solicit participants
- The organization does not permit the promotion, fundraising and/or sale, directly or indirectly, of any goods and/or services without consent by event organizers – in the event of revocation, AFSP shall retain the full fees paid, but such amount shall not automatically be construed as full and satisfactory liquidated damages
- The organization shall have the right to revoke the tabling/speaking rights and privileges granted, effective immediately, if AFSP, in its sole discretion, deems the noise level, method of operation, display of materials or goods, conduct of any person, or content of any printed material to be a nuisance, dangerous, unlawful, in violation of the organization’s rules and regulations, or a threat to AFSP or its related events or activities

Disclosure

AFSP will publicly disclose the nature of a Corporate Relationship, including the value of the financial contribution to the organization. Other commercial or competitive information which is customarily subject to non-disclosure restrictions may be treated as confidential when subject to reasonable non-disclosure agreements. Personal information collected about people participating in corporate-sponsored activities and/or programs is subject to AFSP Privacy Policy and Terms of Use.