

Walk to Fight Suicide

Out of the Darkness™
Community Walks:

Sponsorship Opportunities

Fargo/Moorhead Community Walk

afsp.org/Fargo



Foundation
for Suicide
Prevention

OUT OF THE
DARKNESS
Community Walks



American
Foundation
for Suicide
Prevention



Dear Friends and Community Leader,

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

Suicide rates are on the rise and all populations are at risk. The American Foundation for Suicide Prevention (AFSP) is on a bold mission to save lives and bring hope to those affected by suicide. **Will you help support the fight against this preventable death?**

You can help make an impact by supporting the North Dakota Chapter of AFSP and sponsoring the Fargo/Moorhead Out of the Darkness Community Walk. This year, the walk will take place on Sunday, September 15th at the Scheels Arena.

In 2018, over 2,100 walkers and supporters joined together raising more than \$123,000 to build awareness about mental health and suicide prevention. This was not possible without the support of participants and donors but more importantly, corporate partners. The money raised enables AFSP to fund research, create educational programs, advocate for public policy, and support survivors of suicide loss.

More than 47,000 Americans die by suicide each year and it is the 8th leading cause of death in North Dakota. AFSP has officially launched Project 2025, a targeted effort to reduce the annual suicide rate 20% by the year 2025; with your help, we are confident that we will reach our goal. It is a bold initiative but without being bold, we won't save lives.

As a local community partner, I hope you will support AFSP as we are in a pivotal time to make a difference and save lives. I look forward to discussing our 2019 sponsorship opportunities and benefits with you in more detail.

Kindly,

Samantha Bruers
AFSP Dakotas Area Director
701.371.1194

Enclosures



**American
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Out of the Darkness Fargo/Moorhead Community Walk Sponsorship Levels

Hope Sponsor | Donate \$500

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.
- Tax-deductible donation & donation receipt
- Your logo on the 2019 Fargo/Moorhead Walk website that links to your company's website.
- Your company tagged on our Chapter's Facebook and Instagram accounts as proud sponsors.

Prevention Sponsor | Donate \$1,000

Benefits Include:

- Hope level sponsorship benefits listed above
- Your logo on the back of walker t-shirts. The Fargo/Moorhead Walk has over 2,100 walkers!
- 2 complimentary Fargo/Moorhead Walk t-shirts
- Opportunity to include promotional item in walker gift bags
- Your company's name listed in the event program
- Your company's name listed on all media announcements

Change Maker Sponsor | Donate \$1,500

Benefits Include:

- Hope & Prevention level sponsorship benefits listed above
- Your company recognized in announcements at event.
- 4 complimentary Fargo/Moorhead Walk T-shirts
- Your company listed as sponsor in 2 mailings of the Fargo/Moorhead Walk eNewsletter.
- Sign at event listing your company as an event sponsor.
- One onsite presentation at your company's site about AFSP

Life Saver Sponsor | Donate \$2,500

Benefits Include:

- Hope, Prevention, & Change Maker level sponsorship benefits listed above
- 10 complimentary Fargo/Moorhead Walk t-shirts
- Your company listed as sponsor in 4 mailings of the Fargo/Moorhead Walk eNewsletter.
- Your company announced as a sponsor at all Talk Saves Lives presentations delivered in Fargo/Moorhead
- Walk Day Information/Exhibit Table (*subject to application and terms of AFSP Tabling Agreement*).



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Out of the Darkness Fargo/Moorhead Community Walk 2019 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:

- **Life Saver Level Sponsor** | Donate \$2,500
- **Change Maker Level Sponsor** | Donate \$1,500
- **Prevention Level Sponsor** | Donate \$1,000
- **Hope Level Sponsor** | Donate \$500

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 Friday, August 9th, 2019.

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 sign and upload this agreement & logo to: www.afsp.org/walksponsors

If preferred, mail signed form with payment to: AFSP ND Chapter, P.O. Box 11295, Fargo, ND 58106

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