

Walk to Fight Suicide

Out of the Darkness™
Community Walks:

Sponsorship Opportunities

Rockford Area Walk

afsp.org/Rockford



Foundation
for Suicide
Prevention

OUT OF THE
DARKNESS
Community Walks



**American
Foundation
for Suicide
Prevention**



Dear Friend and Community Leader,

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

Help make an impact by supporting the American Foundation for Suicide Prevention (AFSP) and sponsoring the largest suicide prevention event in our community – the Out of the Darkness Rockford Area Walk. This year, the walk will take place on **Saturday, September 28th at Rock Valley College**. More information and registration for this event can be found at www.afsp.org/Rockford

An estimated 400 walkers and supporters will again come together to raise awareness about mental health and suicide prevention. **Last year's walk raised almost \$35,000** and we couldn't have achieved this great success without the support of participants, donors and our sponsors. The funds raised enable AFSP to fund research, create educational programs, advocate for public policy, and support survivors of suicide loss throughout Illinois and across the nation.

More than 44,000 Americans die by suicide each year and it is the 10th leading cause of death in the United States. In Illinois, one person dies by suicide every six hours in the state.

AFSP has officially launched Project 2025, a targeted effort to reduce the annual suicide rate 20% by the year 2025; and with your help, we are confident that we will reach our goal. Ultimately, our ambitious objective is to have a world without suicide.

Thank you for your consideration. I look forward to discussing opportunities to engage your company and partner to promote mental health initiatives and help prevent suicide in the Rockford area.

Kindly,

Amanda Sink
Rockford Area Out of the Darkness Walk Chair
rockfordoutofdarkness@gmail.com



**American
Foundation
for Suicide
Prevention**



OUT OF THE DARKNESS ROCKFORD AREA COMMUNITY WALK SPONSORSHIP LEVELS

- ❖ **Lifesaver Sponsor: \$10,000**
 - Presenting sponsor status (exclusive)
 - Name listed after “presented by” for each first mention of the walk name
 - All benefits listed below

- ❖ **Change Maker Sponsor: \$5,000**
 - Tent or Table on-site
 - Distribution of materials on-site
 - All benefits listed below

- ❖ **Prevention Sponsor: \$2,500**
 - 4 Complimentary Walk t-shirts
 - All benefits listed below

- ❖ **Support Sponsor: \$1,000**
 - Logo in Walk Program
 - All benefits listed below

- ❖ **Hope Sponsor: \$500**
 - Logo on sponsorship signage
 - All benefits listed below

- ❖ **Wellness Sponsor: \$250**
 - Logo on Walk website
 - Logo on Walk t-shirt
 - Acknowledgment in monthly Walk e-Newsletters

- ❖ **Corporate Team**
 - Start a corporate team and have the individual members jointly fundraise towards a set goal.
Receive sponsorship benefits when you reach one of the above levels



American
Foundation
for Suicide
Prevention



YOUR SPONSORSHIP HELPS SAVE LIVES.

With your support, you are making a difference in the fight against suicide. The American Foundation for Suicide Prevention works tirelessly to save lives and bring hope to those affected by suicide. The funds raised through the Out of the Darkness Rockford Area Community Walk continue to drive the mission forward. Here's how AFSP puts your dollars to work:



AFSP provides support resources to survivors, those struggling with a mental health condition and individuals that have attempted suicide.



AFSP's chapters, in all 50 states, deliver hundreds of public education programs each year within schools, workplaces, and community organizations to promote prevention and save lives.



Today, AFSP's advocacy program has grown to nearly 10,000 volunteer advocates from all 50 states demanding appropriate legislation and increased funding for suicide prevention.



AFSP continues to be the largest global private funder of suicide research. Since 1987, the organization has funded more than 552 research grants totaling more than \$34 million.



**American
Foundation
for Suicide
Prevention**



OUT OF THE DARKNESS ROCKFORD AREA COMMUNITY WALK 2019 SPONSORSHIP AGREEMENT

Please Print

This Form Also Available at: www.IllinoisWalkSponsor.org

I/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. *Please print clearly. Agreement and Logo Due Eight Weeks Prior to the Walk.*

Company: _____

Mailing Address: _____

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

Contact Person: _____

Phone: _____ **Email:** _____

I am Sponsoring the _____ **Community Walk**

Select Sponsorship Level:

- Lifesaver Sponsor:** \$10,000
- Change Maker Sponsor:** \$5,000
- Prevention Sponsor:** \$2,500
- Support Sponsor:** \$1,000
- Hope Sponsor:** \$500
- Wellness Sponsor:** \$250
- Corporate Team:** Fundraising Goal \$_____

Payment Type:

Enclosed Check (made out to American Foundation for Suicide Prevention or AFSP)

Credit Card:

AMEX MasterCard Visa Discover

CARD NO. _____

EXP. DATE: _____ CVV: _____ BILLING ZIP: _____

Authorized Signature: _____ **Date:** _____

Mail or Email Agreement and Payment To:
American Foundation for Suicide Prevention (AFSP)
Attn: Angela Cummings
47 W. Division St., #403
Chicago, IL 60610

Email Logo To: acummings@afsp.org
(pdf, jpeg, png, or eps format)

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



**American
Foundation
for Suicide
Prevention**



In-Kind Gift Confirmation

Please provide the following information:

Walk Location Supporting (City, State) _____
Product Description _____
Fair Market Value (\$ amount/product amount) _____
Value Determined By _____
Donor Company _____
Donor Address _____
City _____ State _____ Zip _____
Phone () _____ Fax () _____ Email _____
Contact Person _____
Title _____
I, _____, certify that to the best of my knowledge, the information above is true, correct, and complete.
Authorized Signature _____ Date _____

PLEASE FAX, MAIL, or EMAIL THIS AGREEMENT TO:

**American Foundation for Suicide Prevention (AFSP)
120 Wall Street, 29th Floor
New York, NY 10005**

Phone: 888-333-AFSP (2377) * Fax: 212-363-6237 * Email: dataentry@afsp.org

IRS/Tax Deduction Information:

AFSP will furnish the donor with an acknowledgment letter after the delivery and/or provision of the in-kind gift. This receipt can reflect a dollar value for the in-kind gift as communicated to AFSP by the donor using this form. Any transfer documentation that will help to describe and evaluate the gift in-kind will be appreciated. The donor assumes all other responsibilities relating to the tax deductibility of this contribution. The donor should consult professional advisors regarding any tax reporting requirements.