

# Walk to Fight Suicide

## 2020 Eastern Essex County Sponsorship Opportunities

[afsp.org/easternessex](https://afsp.org/easternessex)



American  
Foundation  
*for* Suicide  
Prevention





## Eastern Essex County Out of the Darkness Walk October 3, 2020

Dear Friend and Community Leader,

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

Partner with us as a sponsor for the *2020 Eastern Essex County Out of the Darkness Walk*, taking place on Saturday, October 3 at Brookdale Park.

**Why support the Eastern Essex County Out of the Darkness Walk?**

Suicide is a leading cause of death – and it is preventable. With your support, we'll be one step closer to achieving our bold goal of reducing the suicide rate 20% by 2025.

**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.

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.

This year your support will be more crucial than ever. The work of suicide prevention is even more critical in the light of the COVID-19 Pandemic. Many people are struggling with their mental health due to anxiety and depression triggered by some aspect of the pandemic - illness of self or loved ones, financial worries, job loss, etc. Your support of AFSP will save lives as we continue to bring hope, research, and raise awareness and support for those with lived experience and those who have suffered a suicide loss.

Please consider supporting the Eastern Essex County Out of the Darkness Walk through a sponsorship contribution. The Eastern Essex County Walk will be taking place - hopefully in person. Currently, we are planning for multiple scenarios in case we are unable to join together in person. Regardless, we promise our walkers and supporters a day full of hope, support, and resiliency. We hope we can count on your support again as well. Please reach out to us if you have any questions or ideas. Thank you in advance to those who are able to help and who do so.

**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.

We look forward to discussing our 2020 sponsorship opportunities and benefits with you in more detail.

Sincerely,

Dina DeFabrizio & Lisa DeFabbi, Walk Chairs  
Eastern Essex County Out of the Darkness Walk  
201-463-3033  
[dmdx12@gmail.com](mailto:dmdx12@gmail.com)

Elizabeth Clemens, NJ Area Director  
AFSP NJ Chapter  
908-514-6028  
[eroithmayr@afsp.org](mailto:eroithmayr@afsp.org)



*In 2019, over 450 walked in the Eastern Essex County Out of the Darkness walk, raising more than \$42,000 to fight suicide.*



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## **EASTERN ESSEX COUNTY OUT OF THE DARKNESS 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 reaching out to people with mental disorders and those impacted by suicide.
- A tax-deductible donation & donation receipt
- Your company's name on the Eastern Essex County Walk website that links to your company's website.

### **Silver Level Sponsor | Donate \$500**

Benefits Include:

- Bronze Level Sponsorship Benefits listed Above
- 2 complimentary Eastern Essex County Walk T-shirts
- Your logo on the back of walker T-shirts.
- Opportunity to include promotional item at event

### **Gold Level Sponsor | Donate \$1,000**

Benefits Include:

- Bronze & Silver Level Sponsorship Benefits listed Above
- Your company recognized in announcements at event.
- 4 complimentary Eastern Essex County Walk T-shirts
- Your company listed as sponsor in 2 eblasts of Eastern Essex County Walk eNewsletter.
- Opportunity to include promotional item or company coupon at event
- Sign at event listing your company as an event sponsor

### **Platinum Level Sponsor | Donate \$2,500**

Benefits Include:

- Bronze, Silver, & Gold Level Sponsorship Benefits listed Above
- 10 complimentary Eastern Essex County Walk T-shirts
- Your company listed as sponsor in 4 eblasts of Eastern Essex County Walk eNewsletter.
- One onsite presentation at your company's site about AFSP
- Walk Day Information/Exhibit Table (*subject to application and terms of AFSP Tabling Agreement*).

### **Eastern Essex County Community Leader Sponsor | \$5,000**

Benefits Include:

- Bronze, Silver, Gold & Platinum Level Sponsorship Benefits listed Above
- 16 complimentary Eastern Essex County Walk T-shirts
- Exclusive walk kickoff event at your place of business (usually 1 month before the walk)
- Team Tent on walk day
- Banner with your company's name and logo
- Walk Day Information/Exhibit Tent (*subject to application and terms of AFSP Tabling Agreement*).
- Speaking Opportunity during pre-walk event program

### **Eastern Essex County Premium Community Leader Sponsor | \$10,000**

Benefits Include:

- Bronze, Silver, Gold, Platinum & Community Leader Level Sponsorship Benefits listed Above
- 20 complimentary Eastern Essex County Walk T-Shirts
- Exclusive check in on walk day
- Cutting of the ribbon before the walk begins
- Prominent listing as "Eastern Essex County Premium Community Leader Sponsor"
- Featured speaking opportunity during pre and post walk event program



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## EASTERN ESSEX COUNTY OUT OF THE DARKNESS COMMUNITY WALK 2020 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:**

- Premium Leader Sponsor | Donate \$10,000
- Community Leader 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**

**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 September 4, 2020.**

**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:** [eroithmayr@afsp.org](mailto:eroithmayr@afsp.org) | **Mail:** AFSP NJ, ATTN: Eastern Essex County OOTD Walk, P.O. Box 3068, Hoboken, NJ 07030