



**American
Foundation
for Suicide
Prevention**



Dear Friend and Community Leader,

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

Partner with us as an event sponsor for the 2020 Waco *Out of the Darkness Walk*, taking place on Saturday, October 3rd, 2020 at Brazos Park East.

Why support the Waco *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.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 *Out of the Darkness Waco Community Walk* and show our community that you're 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 2020 sponsorship opportunities and benefits with you in more detail.

For more information, please contact:

Jennifer Warnick, Walk Chairperson

Central Texas Board Member

Out of the Darkness Waco Walk

512-661-9335

jenniferwafsp@gmail.com

www.afsp.org

Enclosures

¹ [2013 Cone Communications/Echo Global CSR Study](#)

² [Edelman goodpurpose® 2012](#)



OUT OF THE DARKNESS WACO 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:

Platinum Level Sponsor | Donate \$5000

Gold Level Sponsor | Donate \$1000

Silver Level Sponsor | Donate \$250

Team Sponsor | Donate \$ _____

Team Name: _____

OR

In-Kind Sponsorship:

Product: _____

OR Service: _____

Fair market Value* (product or service): \$ _____

Value Determined by: _____

(May combine In-Kind with cash to equal qualifying Cash Level; **excludes Team Sponsorship**; Applicable only to Silver, Gold, & Platinum)

Additional Options:

- Call me; I am interested in forming a team for the walk on Saturday, October 3rd, 2020.
- 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 28, 2020.

***DOES NOT APPLY TO PERSONAL TEAM SPONSORSHIP; ONLY OOTD WALK SPONSORSHIP LEVELS**

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 Email Your Logo To:** jenniferwafsp@gmail.com

Please Mail or Email Agreement and Payment To:

Jennifer Warnick, 1992 CR 265, Gatesville, TX 76528. jenniferwafsp@gmail.com



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2020 OUT OF THE DARKNESS WACO COMMUNITY WALK SPONSORSHIP LEVELS

Silver Level Sponsor | Donate \$250

Thank You's 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 logo on the back of Walker T-shirts
- 2 Complimentary Out of the Darkness Waco Community Walk T-shirts**

***DOES NOT APPLY TO PERSONAL TEAM SPONSORSHIP; ONLY OOTD WALK SPONSORSHIP LEVELS**

Gold Level Sponsor | Donate \$1000

Thank You's Include:

- Silver Level Sponsorship Benefits listed above (*excluding T-shirts*)
- Your logo on the walk website
- Your Company Recognized in Announcements at Event
- 4 Complimentary Out of the Darkness Waco Community Walk T-shirts**

***DOES NOT APPLY TO PERSONAL TEAM SPONSORSHIP; ONLY OOTD WALK SPONSORSHIP LEVELS**

Platinum Level Sponsor | Donate \$5000

Thank You's Include:

- Silver Level Sponsorship Benefits listed above (*excluding T-shirts*)
- Gold Level Sponsorship Benefits listed above (*excluding T-shirts*)
- 6 Complimentary Out of the Darkness Waco Community Walk T-shirts**
- Swag Bag
- One onsite presentation at your company's site about AFSP

***DOES NOT APPLY TO PERSONAL TEAM SPONSORSHIP; ONLY OOTD WALK SPONSORSHIP LEVELS**

Individual Total | Donate \$250

Thank You's Include:

- Receive Individual recognition on the back of the 2020 Event Walk T-Shirt

Team Cumulative Total | Donate \$500

Thank You's Include:

- Receive Team recognition on the back of the 2020 Event Walk T-Shirt



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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 MAIL or EMAIL THIS AGREEMENT TO:

The American Foundation for Suicide Prevention
Jennifer Warnick
1992 CR 265
Gatesville, TX 76528

*Phone: 512-661-9335 *Email: jenniferwafsp@gmail.com

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.