

Together To Fight Suicide

Out of the Darkness™
Experience:

Sponsorship Opportunities

2020 North Shore Fall Experience
Saturday, September 26th
afsp.org/masschapter



Foundation
for Suicide
Prevention





OUT OF THE DARKNESS NORTH SHORE FALL EXPERIENCE 2020 SPONSORSHIP LEVELS

This Year, Your Support is More Crucial Than Ever

Suicide is a major public health concern and over the last few months, with the COVID-19 pandemic affecting everyone, concerns about mental health, anxiety and depression have escalated. More people are in need of support, treatment and resources. The American Foundation for Suicide Prevention (AFSP) has developed several new programs and created a dedicated website to help people cope and know they are not alone.

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In the United States, 48,344 people died by suicide in 2018, an increase of 1,171 additional deaths from 2017. The suicide rate in Massachusetts has risen more than 30% since the late 1990s. In 2018, 740 MA residents died by suicide, an increase of 58 deaths in one year. While these data are alarming, suicide is a health crisis that's preventable. To address the increasing need for suicide prevention efforts in the Commonwealth, the MA Chapter of the American Foundation for Suicide Prevention (AFSP) works in partnership with businesses and community groups to help save lives and bring hope to those affected by suicide.

Why Should Your Company Support Suicide Prevention Efforts in Massachusetts?

We are hopeful that the tide is finally turning; and people feel more comfortable discussing their mental health and how we support others who are struggling. These important conversations are happening at home, churches, schools and in the workplace. Society is realizing that our mental health is just as important as our physical health; and it's okay to seek help and treatment. Corporations and businesses are beginning to develop programs and initiatives to support and strengthen employee mental health. Individuals are stepping up to donate money to support the cause. These are all very positive trends, but they are not enough. In order for us to reduce the suicide deaths in the Commonwealth, AFSP has to raise additional financial support from the corporate sector.

Did you know? Depression costs employers an estimated \$44 billion each year in lost productivity.

Your company can play a key role in addressing depression and mental health conditions. We **invite _____** to support our efforts. We proudly partner with employers committed to supporting workplace mental health and suicide prevention including: State Street Bank, Loomis Sayles, Harvard Pilgrim Healthcare, The Schochet Companies, Eastern Bank, NBC10 and Magic 106.7 to name a few. **Will your company sponsor and help us save lives?** As a Sponsor, you will join an elite group of employers focused on Workplace Mental Health and Wellness. It's an investment well worth making.

Talk Really Saves Lives

Our MA Chapter team can present our *Talk Saves Lives* workplace module in person or virtually via zoom. TSL is a one-hour suicide prevention program developed specifically for workplace settings. This program is ideal for your internal team, clients, and business partners. The program and all our resources can enhance and support your company's mental health, and suicide prevention initiatives. Additional programs are also available for presentations

Over the last 10 years, the American Foundation for Suicide Prevention has grown from a grassroots network of researchers and volunteers into a national movement of chapters across all 50 states. AFSP is the largest private funder of suicide prevention research in the nation – possibly the world - and because we've built the infrastructure to deliver evidence-based programs to local communities across the country, our work impacts millions of people. We are consistently ranked one of the best charities for mental health, and we are powered by everyday heroes like our participants, volunteers, donors, and sponsors.

AFSP Massachusetts Chapter serves all cities and towns in the Commonwealth. Our local board and staff work in partnership with community leaders, local organizations, service groups and advocates to ensure that we understand their unique needs and priorities to deliver educational programs, offer outreach and support and work with advocates to advance our mission.

You've come this far, now Join Us!

We ask that you review the opportunities outlined in the Chapter Level Sponsorship packet. We welcome the opportunity to discuss your needs and customize our sponsor levels to meet your company's giving parameters and organizational priorities. We look forward to partnering with you to save lives and bring hope in Massachusetts. *Together, we will create culture in Massachusetts that is smart about mental health.*



**American
Foundation
for Suicide
Prevention**



OUT OF THE DARKNESS NORTH SHORE FALL EXPERIENCE 2020 SPONSORSHIP LEVELS

Statewide Presenting Sponsor | \$25,000

Sponsorship for all 10 Massachusetts Fall Experiences- September- November 2020

Boston, Wakefield, Sagamore/Cape Cod, Worcester, Lowell, Easton, Natick, Franklin County, Greater Springfield, Berkshire County

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.
- Company Logo with clickable link to website on all 2020 Massachusetts Chapter Experience websites
- Your logo on the back of participant t-shirts. Over 6,000 Participants take part in Massachusetts Chapter Experience.
- Ten (10) complimentary Experience t-shirts
- Six (6) Mentions on American Foundation for Suicide Prevention – MA Facebook Page
- Two (2) Mentions on individual AFSP Massachusetts Facebook Event Pages
- Company Logo included in all pre and post experience eBlasts (sent to approximately 10,000 AFSP – Massachusetts Chapter Constituents)
- Onsite Talk Saves Lives – Introduction to Suicide Prevention Training for staff and clients
- Company recognition during announcements regarding all Massachusetts Experience events
- Live speaking opportunity or :30 video presentation during statewide virtual event presentation

Platinum Level Sponsor | \$10,000

Sponsorship for North Shore Fall Experience

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
- Company Logo with clickable link to website on the 2020 North Shore Experience website
- Your logo on the back of participant t-shirts. North Shore Experience has more than 1,000 Participants!
- Ten (10) complimentary North Shore Experience t-shirts
- Six (6) Mentions on American Foundation for Suicide Prevention – North Shore Experience Facebook Page
- Company Logo included in all pre and post experience eBlasts
(sent to approximately 6,000 AFSP – Massachusetts Chapter Constituents)
- Onsite or Virtual Talk Saves Lives – Introduction to Suicide Prevention Training
- Company Recognition during announcements at event
- Live speaking opportunity or :30 video presentation during statewide virtual event presentation

Gold Level Sponsor | \$5,000 (select one site)

Boston, Wakefield, Sagamore/Cape Cod, Worcester, Lowell, Easton, Natick, Greater Springfield, Berkshire County

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
- Company Logo with clickable link to website on the 2020 North Shore Experience website
- Your logo on the back of participant t-shirts. The North Shore Experience has more than 1,000 participants!
- Four (4) complimentary North Shore Experience t-shirts
- Four (4) Mentions on American Foundation for Suicide Prevention – North Shore Experience Facebook Page
- Onsite or Virtual Talk Saves Lives – Introduction to Suicide Prevention Training
- Company Logo included in all pre and post experience eBlasts
(sent to approximately 10,000 AFSP – Massachusetts Chapter Constituents)



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OUT OF THE DARKNESS NORTH SHORE FALL EXPERIENCE 2020 SPONSORSHIP LEVELS

Silver Level Sponsor | \$2,500 (select one site)

Boston, Wakefield, Sagamore/Cape Cod, Worcester, Lowell, Easton, Natick, Franklin County, Greater Springfield, Berkshire County

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.
- Company Name on the 2020 North Shore Fall Experience website
- Your logo on the back of selected event t-shirts.
- Two (2) complimentary selected Experience t-shirts
- Two (2) Mentions on American Foundation for Suicide Prevention – North Shore Experience Facebook Page
- Onsite or Virtual Talk Saves Lives – Introduction to Suicide Prevention Training
- Company Logo included in three (3) pre-experience eBlasts and one (1) post-experience eBlast (sent to approximately 10,000 AFSP – Massachusetts Constituents)

Bronze Level Sponsor | \$1,500

Boston, Wakefield, Sagamore/Cape Cod, Worcester, Lowell, Easton, Natick, Franklin County, Greater Springfield, Berkshire County

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.
- Your logo on the back of selected event t-shirts.
- Company Name on the 2020 Experience website
- Two (2) Mentions on American Foundation for Suicide Prevention – North Shore Experience Facebook Page
- Onsite or Virtual Talk Saves Lives – Introduction to Suicide Prevention Training

Supporter Level Sponsor | \$1,000

Boston, Wakefield, Sagamore/Cape Cod, Worcester, Lowell, Easton, Natick, Franklin County, Greater Springfield, Berkshire County

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.
- Your logo on the back of selected site t-shirts.
- Two (2) Mentions on American Foundation for Suicide Prevention – North Shore Experience Facebook Page

Friend of AFSP Level Sponsor | \$500

Boston, Wakefield, Sagamore/Cape Cod, Worcester, Lowell, Easton, Natick, Franklin County, Greater Springfield, Berkshire County

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.
- Two (2) Mentions on American Foundation for Suicide Prevention – North Shore Experience Facebook Page



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**OUT OF THE DARKNESS NORTH SHORE FALL EXPERIENCE
2020 Sponsorship Agreement**

Please Print

Name/Company: _____

Mailing Address: _____

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

Contact Name: _____ **Title:** _____

Phone: _____ **Email:** _____

Company Website Address: _____

Please select one of two sponsorship options:

Cash Sponsorship:

- Presenting Sponsor** | Donate \$25,000
- Platinum Sponsor** | Donate \$10,000
- Gold Sponsor** | Donate \$5,000
- Silver Sponsor** | Donate \$2,500
- Bronze Sponsor** | Donate \$1,500
- Supporter Sponsor** | Donate \$1,000
- Friend of AFSP Sponsor** | Donate \$500

OR

In-Kind Sponsorship:

Product: _____
 OR Service: _____
 Fair market Value* (product or service): \$ _____
 Value Determined by: _____
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Additional Options:

- Call me, I am interested in forming a team for the experience
- 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 Call me to process payment via phone

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 August 24, 2020 email to edeegan@afsp.org

Logo Specifications (where applicable): 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 high-resolution image files (.jpeg, .png). **If high-resolution (vector or image) logo file is not provided, company name will appear on shirts and/or website as text, only.**

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

If preferred, mail signed form with payment to: AFSP, ATTN: OOTD EXPERIENCES, 199 Water St, 11th FL, New York, NY

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

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
American Foundation for Suicide Prevention

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.

Individual/sole proprietor or single-member LLC

C Corporation

S Corporation

Partnership

Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ▶ _____

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) 1

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
199 Water Street, 11th FL

6 City, state, and ZIP code
New York, NY 10038

7 List account number(s) here (optional)

Requester's name and address (optional)

See Specific Instructions on page 3.

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Social security number

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OR

Employer identification number

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| 1 | 3 | - | 3 | 3 | 9 | 3 | 3 | 2 | 9 |
|---|---|---|---|---|---|---|---|---|---|

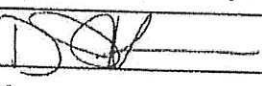
Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification Instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ▶ 

Date ▶ 08 / 28 / 2019

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.
- If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What Is backup withholding*, later.