Together To Fight Suicide

Out of the Darkness™ Experience:
Sponsorship Opportunities

2020 Boston Fall Experience
Saturday, October 24
afsp.org/masschapter
OUT OF THE DARKNESS BOSTON 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.

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, depression have escalated. More people are in need of support, treatment and resources. AFSP has developed several new programs and created a dedicated website to help people cope and know they are not alone.

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 you 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 walkers, 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
AFSP Tax ID# 13-3393329
OUT OF THE DARKNESS BOSTON 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 Walk websites
☑ Your logo on the back of walker t-shirts. Over 6,000 Walkers attend Massachusetts Walks.
☑ Ten (10) complimentary Walk t-shirts
☑ Six (6) Mentions on American Foundation for Suicide Prevention – MA Facebook Page
☑ Two (2) Mentions on individual AFSP Massachusetts Walk Facebook Event Pages
☑ Company Logo included in all pre and post walk eBlasts
  (sent to approximately 10,000 AFSP – Massachusetts Chapter Constituents)
☑ Onsite Talk Saves Lives – Introduction to Suicide Prevention Training for staff and clients
☑ Live speaking opportunity or :30 video presentation during statewide virtual event presentation

Platinum Level Sponsor | $10,000
☑ Sponsorship for Boston 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 Boston Walk website
☑ Your logo on the back of walker t-shirts. Boston Walk has more than 2,000 participants!
☑ Ten (10) complimentary Boston Walk t-shirts
☑ Six (6) Mentions on American Foundation for Suicide Prevention – Boston Walk Facebook Page
☑ Company Logo included in all pre and post walk 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 Boston Experience website
☑ Your logo on the back of walker t-shirts. Boston Experience has more than 2,000 participants!
☑ Four (4) complimentary Boston Walk t-shirts
☑ Four (4) Mentions on American Foundation for Suicide Prevention – MA Chapter Facebook Page
☑ Onsite or Virtual Talk Saves Lives – Introduction to Suicide Prevention Training
☑ Company Logo included in all pre and post walk eBlasts
  (sent to approximately 6,000 AFSP – Massachusetts Chapter Constituents)
OUT OF THE DARKNESS BOSTON 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 Boston Fall Experience website
- Your logo on the back of selected event t-shirts.
- Two (2) complimentary selected Walk t-shirts
- Two (2) Mentions on American Foundation for Suicide Prevention – MA Walk Facebook Page
- Onsite or Virtual Talk Saves Lives – Introduction to Suicide Prevention Training
- Company Logo included in three (3) pre-walk eBlasts and one (1) post-walk eBlast (sent to approximately 6,000 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 Walk website
- Two (2) Mentions on American Foundation for Suicide Prevention – MA Walk Facebook Event
- 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 – MA Walk Facebook Event

Friend of AFSP Level Sponsor | $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.
- Two (2) Mentions on American Foundation for Suicide Prevention – MA Walk Facebook Event
OUT OF THE DARKNESS BOSTON 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:

<table>
<thead>
<tr>
<th>Cash Sponsorship:</th>
<th>In-Kind Sponsorship:</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Presenting Sponsor</td>
<td>Donate $25,000</td>
</tr>
<tr>
<td>☐ Platinum Sponsor</td>
<td>Donate $10,000</td>
</tr>
<tr>
<td>☐ Gold Sponsor</td>
<td>Donate $5,000</td>
</tr>
<tr>
<td>☐ Silver Sponsor</td>
<td>Donate $2,500</td>
</tr>
<tr>
<td>☐ Bronze Sponsor</td>
<td>Donate $1,500</td>
</tr>
<tr>
<td>☐ Supporter Sponsor</td>
<td>Donate $1,000</td>
</tr>
<tr>
<td>☐ Friend of AFSP Sponsor</td>
<td>Donate $500</td>
</tr>
</tbody>
</table>

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 ☐ 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 mvarady@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/walksponsors

If preferred, mail signed form with payment to: AFSP, ATTN: OOTD WALKS, 199 Water St, 11th FL, New York, NY 10038

Thank You for Your Generous Support of the American Foundation for Suicide Prevention!
Form W-9
Request for Taxpayer Identification Number and Certification

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
   - Corporation
   - Limited liability company
   - Single-member LLC
   - Limited liability company (LLC)
   - Other (see instructions)

4. Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
   - Exempt payee code (if any)
   - Exemption from FATCA reporting code (if any)

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) (if any).

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.

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:

1. 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
2. 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
3. I am not a U.S. citizen or other U.S. person (defined below); and
4. 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, 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.

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.