

Minot's Walk to Fight Suicide



2020 Minot Out of the Darkness Walk Sponsorship Opportunities

afsp.org/Minot



American
Foundation
for Suicide
Prevention





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Prevention**



Dear Friend and Community Leader,

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

Partner with us as event sponsor for the 2020 Minot *Out of the Darkness* Walk, taking place on September 13, 2019 at Oak Park under Shelter #7.

Why support the Minot *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 Minot Out of the Darkness 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.

We look forward to discussing our 2019 sponsorship opportunities and benefits with you in more detail. We welcome calls, texts, or emails to arrange times to discuss Sponsorship.

For more information, please contact:

Cellest Hofer, Walk Co-Chair
North Dakota Chapter
Out of the Darkness Minot Walk
701-720-5064
minotootd@gmail.com

Twyla Hofer, Walk Co-Chair
North Dakota Chapter
Out of the Darkness Minot Walk
701-720-1144

Enclosures

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

² [Edelman goodpurpose® 2012](#)



OUT OF THE DARKNESS MINOT COMMUNITY WALK SPONSORSHIP LEVELS

“Hope” 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 logo on the 2019 Minot Community Walk website that links to your company’s website.
- Your company’s name listed on the back of walker t-shirts.
- Sign at event listing your company as an event sponsor.

“Prevention” Sponsor | Donate \$500

Benefits Include:

- Hope level sponsorship benefits listed above
- Your logo on the back of walker t-shirts. The Minot Walk has over 500 walkers!
- 2 complimentary Minot Out of the Darkness Walk T-shirts
- Donation recognized on Social Media sites

“Change Maker” Sponsor | Donate \$1,000

Benefits Include:

- Prevention and Hope level sponsorship benefits listed above
- Your company recognized in announcements at event.
- 3 complimentary Minot Out of the Darkness Walk T-shirts
- Opportunity to include promotional item or company coupon at the event
- Your company listed as sponsor in 2 mailings of Minot Community Walk eNewsletter.

“Life Saver” Sponsor | Donate \$1,500

Benefits Include:

- Hope, Prevention, & Change Maker level sponsorship benefits listed above
- 4 complimentary Minot Out of the Darkness Walk T-shirts
- Your company listed as sponsor in 4 mailings of Minot Community Walk eNewsletter
- Opportunity to have a table for your company to display products/services at the walk
- One onsite presentation at your company’s site about AFSP



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OUT OF THE DARKNESS MINOT 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:

<p>Cash Sponsorship:</p> <p><input type="checkbox"/> Hope Level Sponsor Donate \$250</p> <p><input type="checkbox"/> Prevention Level Sponsor Donate \$500</p> <p><input type="checkbox"/> Change Maker Level Sponsor Donate \$1,000</p> <p><input type="checkbox"/> Life Saver Level Sponsor Donate \$1,500</p>

OR

<p>In-Kind Sponsorship:</p> <p>Product: _____</p> <p>OR Service: _____</p> <p>Fair market Value* (product or service): \$ _____</p> <p>Value Determined by: _____</p> <p><small>*min</small></p>

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 Payable to; **AFSP** 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 July 31st, 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: minotootd@gmail.com | **Mail:** AFSP Minot Committee, 1015 South Broadway, Suite 21A, Minot, ND 58701

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