

Community

/kə'myūnədē/

We are a diverse community made stronger by our common determination to stop suicide.



**American
Foundation
for Suicide
Prevention**

Dear Friend and Community Leader,

Suicide is preventable. The stigma of mental health, now more than ever, needs to end.

Partner with us as a sponsor for the very first **Maryland Out of the Darkness Experience** to support AFSP's mission to **save lives and bring hope to those affected by suicide**. While we can't walk in person this year, the AFSP Maryland Chapter is determined to create meaningful opportunities this fall to connect and inspire our participants. We will host virtual events and drive-thru candle vigils across Maryland from **September 12 to October 25** and end the event season with a statewide virtual event on **Saturday, October 24** for a day of hope, support, and resiliency.

We are amid an unprecedented public health crisis, yet we also have an extraordinary opportunity to come together within our families and our communities to improve the understanding of mental health. AFSP encourages everyone to engage in an open, honest dialogue with their friends and loved ones, to demonstrate compassion and kindness, and to practice self-care by exercising, meditating, and consuming the news in measured doses. And, reach out to those who may be isolated and need the extra support. These actions can save lives and positively change our collective culture surrounding mental health for the long-term.

Funds raised from the **Maryland Out of the Darkness Experience** allow us to fund critical research, create educational programs, advocate for public policy, and provide support for suicide loss survivors.

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

Kind regards,

Kat Olbrich

Area Director | www.afsp.org/maryland
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SPONSORSHIP OPPORTUNITIES

2020 MID-SHORE OUT OF THE DARKNESS EXPERIENCE

Maryland Bronze Lifesaver | Donate \$250

- A **tax-deductible donation & donation receipt**
- A **Talk Saves Lives presentation** at your organization; an introduction to Suicide Prevention that helps your staff and co-workers learn the risk and warning signs of suicide.
- Social Media Recognition** for your company/organization across the AFSP Maryland Chapter's social media platforms (over 10,000 likes)

Maryland Silver Lifesaver | Donate \$500

- Your logo** on the **Maryland Out of the Darkness Experience Website**
- Your logo** on the back of the **Mid-Shore Out of the Darkness T-shirt** (deadline: Oct.23)
- 2 complimentary Mid-Shore Out of the Darkness Experience T-shirts
- All Bronze Lifesaver benefits

Maryland Gold Lifesaver | Donate \$1,000

- Your logo** on the back of **all 11 Maryland Out of the Darkness T-shirt** (deadline: Oct. 23 – Hagerstown, Frederick, Montgomery County, Carroll County, Howard County, Annapolis, Baltimore, Havre de Grace, Southern Maryland, Mid-Shore and Ocean City)
- 4 complimentary Maryland Out of the Darkness Experience T-shirts
- All Bronze and Silver Lifesaver benefits

Maryland Platinum Lifesaver | Donate \$2,500

- Your logo** added before or during all our virtual presentations, events and fundraisers during the month of September and October recognizing your company/organization as a **supporter of the 2020 Maryland Out of the Darkness Experience**
- 6 complimentary Maryland Out of the Darkness Experience T-shirts
- All Bronze, Silver and Gold Lifesaver benefits

Maryland Diamond Lifesaver | Donate \$5,000

- A 30 second spot** about your organization's mental health/community services or the reason why suicide prevention is important to your company/organization. The video will be played during the virtual **Maryland Out of the Darkness Event on October 24**. This event will be advertised to at least 10,000 of our supporters and the general community. Content needs to be approved by AFSP Board of Directors members. Deadline for video October 16.
- All Bronze, Silver, Gold, and Platinum Lifesaver benefits

Maryland Community Lifesaver | Donate \$10,000

- A 60 second spot** about your organization's mental health/community services or the reason why suicide prevention is important to your company/organization. The video will be played during the virtual **Maryland Out of the Darkness Event on October 24**. This event will be advertised to at least 10,000 of our supporters and the general community. Content needs to be approved by AFSP Board of Directors members. Deadline for video October 16.
- Spotlight Article** about your company's support for the AFSP in the Winter Newsletter to all 10,000 plus 2020 Maryland Out of the Darkness Walkers (1,000 words max.)
- All Bronze, Silver, Gold, Platinum, and Diamond Lifesaver benefits



MARYLAND OUT OF THE DARKNESS EXPERIENCE 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:

- Maryland Bronze Lifesaver | Donate \$250
- Maryland Silver Lifesaver | Donate \$500
- Maryland Gold Lifesaver | Donate \$1,000
- Maryland Diamond Lifesaver | Donate \$2,500
- Maryland Platinum Lifesaver | Donate \$5,000
- Maryland Community Lifesaver | Donate \$10,000

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 October 23, 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: kolbrich@afsp.org | **Mail:** AFSP Maryland, P.O. Box 169, Annapolis, MD 21404

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