

# Join Us to Stop Suicide

## 2020 Hazlet Sponsorship Opportunities

[afsp.org/hazlet](https://afsp.org/hazlet)



American  
Foundation  
*for* Suicide  
Prevention





## Hazlet Out of the Darkness Experience November 1, 2020

Dear Friend and Community Leader,

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

Partner with us as a sponsor for the *2020 Hazlet of the Darkness Experience*. We will be hosting a statewide virtual walk event on Sunday, November 1 where walkers from all 15 New Jersey Out of the Darkness Experiences will come together for a day of hope, support and resiliency.

### **Why support the Hazlet Out of the Darkness Experience?**

Suicide is a leading cause of death – and it is often 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. 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.

### **The American Foundation for Suicide Prevention leads the fight against suicide.**

Funds raised allow us to fund research, create educational programs, advocate for public policy, and support survivors of suicide loss. Our chapter is committed to spending these funds locally. With your support we will be able to host educational programs and provide support to survivors of suicide loss right here in Monmouth County.

This year your support will be more crucial than ever. The work of suicide prevention is even more critical in the light of the COVID-19 Pandemic. Many people are struggling with their mental health due to anxiety and depression triggered by some aspect of the pandemic - illness of self or loved ones, financial worries, job loss, etc. Your support of AFSP will save lives as we continue to bring hope, research, and raise awareness and support for those with lived experience and those who have suffered a suicide loss.

While things are changing day by day, we are moving forward to create a virtual walk day experience for our walkers and supporters that will be full of hope, support and resiliency building. This year our sponsors will be recognized throughout the state through our 15 experiences that will come together for one virtual event on November 1<sup>st</sup>.

We look forward to discussing our 2020 sponsorship opportunities and benefits with you in more detail. Thank you in advance to those who are able to help and who do so.

Sincerely,  
Elizabeth Clemens  
AFSP NJ Area Director  
908.514.6028 // [ERoithmayr@afsp.org](mailto:ERoithmayr@afsp.org)

Carol Conley and Matt Sheldon, Walk Co-Chairs  
Hazlet Out of the Darkness Experience



*In 2019 over 10,500 walked in the New Jersey Out of the Darkness Walk Series, raising more than \$1.1million to stop suicide.*



## HAZLET OUT OF THE DARKNESS COMMUNITY EXPERIENCE SPONSORSHIP LEVELS

### **Bronze Level 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 company name on the Hazlet Experience website

### **Silver Level Sponsor** | Donate \$500

Benefits Include:

- Bronze Level Sponsorship Benefits listed Above
- Your company logo on the back of walker t-shirt
- Two (2) complimentary Hazlet Experience t-shirts
- Opportunity to include promotional item in Team Captain goodie bag

### **Gold Level Sponsor** | Donate \$1,000

Benefits Include:

- Bronze & Silver Level Sponsorship Benefits listed Above
- Your company recognized in a slide on our statewide virtual event presentation
- Four (4) complimentary Hazlet Experience t-shirts
- Your company listed as sponsor in 2 eblasts of Hazlet Experience eNewsletter
- One (1) mention on American Foundation for Suicide Prevention – New Jersey Chapter Facebook page

### **Platinum Level Sponsor** | Donate \$2,500

Benefits Include:

- Bronze, Silver, & Gold Level Sponsorship Benefits listed Above
- Six (6) complimentary Hazlet Experience t-shirts
- Your company listed as sponsor in 4 eblasts of Hazlet Experience eNewsletter
- Two (2) mentions on American Foundation for Suicide Prevention – New Jersey Chapter Facebook page
- One **virtual** presentation for your company's employee's about AFSP
- 30 second pre-recorded message shown during our statewide virtual event presentation



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## HAZLET OUT OF THE DARKNESS COMMUNITY EXPERIENCE SPONSORSHIP LEVELS

### **Hazlet Community Leader Sponsor | Donate \$5,000**

Benefits Include:

- Bronze, Silver, Gold & Platinum Level Sponsorship Benefits listed Above.
- Eight (8) complimentary Hazlet Experience t-shirts
- Your company listed as sponsor in 4 eblasts of Hazlet Experience eNewsletter
- Four (4) mentions on American Foundation for Suicide Prevention – New Jersey Chapter Facebook page
- Exclusive **virtual** walk kickoff event with your company (usually 1 month before the walk)
- Speaking opportunity during statewide virtual event presentation

### **Hazlet Premium Community Leader Sponsor | \$10,000**

Benefits Include:

- Bronze, Silver, Gold, Platinum & Community Leader Level Sponsorship Benefits listed Above
- Ten (10) complimentary Hazlet Experience t-shirts
- Six (6) mentions on American Foundation for Suicide Prevention – New Jersey Chapter Facebook page
- Presenting lead sponsor of the statewide virtual event presentation
- Prominent listing on all marketing materials as “Hazlet Premium Community Leader Sponsor”
- Live speaking opportunity during statewide virtual event presentation



**American  
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## HAZLET OUT OF THE DARKNESS COMMUNITY EXPERIENCE 2020 SPONSORSHIP AGREEMENT

Please Print

**Name/Company:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Company Website Address:** \_\_\_\_\_

**Please select a sponsorship option:**

- Premium Community Leader** | Donate \$10,000
- Community Leader Sponsor** | Donate \$5,000
- Platinum Level Sponsor** | Donate \$2,500
- Gold Level Sponsor** | Donate \$1,000
- Silver Level Sponsor** | Donate \$500
- Bronze Level Sponsor** | Donate \$250

**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 1, 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:** [eroithmavr@afsp.org](mailto:eroithmavr@afsp.org) | **Mail:** AFSP NJ, ATTN: Hazlet OOTD Walk, P.O. Box 3068, Hoboken, NJ 07030

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