Walk to Fight Suicide

2021 Las Vegas Sponsorship Opportunities

afsp.org/vegas

American Foundation for Suicide Prevention

OUT OF THE DARKNESS Community Walks

American Foundation for Suicide Prevention
AFSP Tax ID# 13-3393329

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

Out of the Darkness Walk – April 17, 2021

Event website: www.afsp.org/vegas

In 2020, over 1300 people walked in the Nevada Out of the Darkness walks, raising more than $72,000 to fight suicide.

Why support the Las Vegas 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.

Sponsor the 2021 Las Vegas 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 necessary *research*, provide suicide prevention and awareness *education* programs, *train* gatekeepers in our communities, *advocate* for public policy, and *support* survivors of suicide loss and those that struggle with mental health conditions/suicidal ideation.

We look forward to discussing our 2021 sponsorship opportunities and benefits with you in more detail. Please don't hesitate to let us know if you have any questions regarding your support of the 2021 Las Vegas Out of the Darkness Walk.

For more information, please contact:

Taryn Hiatt Area Director
AFSP Nevada Chapter
Out of the Darkness Walk
thiatt@afsp.org
385-497-1680

Website: www.afsp.org/vegas(walk) www.afsp.org/Nevada(chapter)

OUT OF THE DARKNESS LAS VEGAS COMMUNITY WALK SPONSORSHIP LEVELS & BENEFITS

For more information or to design a custom sponsorship plan outside of what you see stated here, please contact:

Taryn Hiatt | Area Director
thiatt@afsp.org | 385-497-1680

2020 Sponsor Benefits

	Lifesaver $10,000+	Champion $5,000	Hope $2,500	Support $1,000	Advocate $500
Sponsor Logo and Customized recognition on Digital Billboard	✓				
Sponsor Logo on both Nevada Out of the Darkness Walk shirts-Walks in Reno and Las Vegas	✓				
AFSP Lunch and Learn for your employees	✓	✓			
Featured logo/sign on Las Vegas walk route	8	5	3	1	0
Featured sponsor social media post	5	3	2	1	0
Monthly mentions on AFSP-Nevada social accounts (over 4000+ followers)	✓	✓	✓		
Mention in monthly walk e-newsletters	✓	✓	✓		
Logo on the back of 2021 Las Vegas Walk t-shirt	✓	✓	✓	✓	
Complimentary Las Vegas Walk t-shirt	8	6	4	2	1
Verbal acknowledgment at 2021 Las Vegas Walk	✓	✓	✓	✓	
Logo on 2021 Las Vegas Walk event sponsorship stage signage	✓	✓	✓	✓	
Logo/link on the 2021 Las Vegas Walk website	✓	✓	✓	✓	✓
AFSP #WeCanStopSuicide Bracelets	40	30	20	10	5
The opportunity to support the nation's leading non-profit organization dedicated to understanding & preventing suicide through research, education and advocacy. Join us in supporting those affected by suicide.	✓	✓	✓	✓	✓
A tax-deductible donation & donation receipt	✓	✓	✓	✓	✓

OUT OF THE DARKNESS COMMUNITY WALK 2021
SPONSORSHIP AGREEMENT

Please Print

Name/Company: _____

Mailing Address: _____

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

Contact Name: _____

Phone: _____ **Email:** _____

Company Website Address: _____

Please select one of five sponsorship options:

Cash Sponsorship:

☐ **Lifesaver Level Sponsor** | Donate $10,000+

☐ **Champion Level Sponsor** | Donate $5,000

☐ **Hope Level Sponsor** | Donate $2,500

☐ **Support Level Sponsor** | Donate $1,000

☐ **Advocate Level Sponsor** | Donate $500

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: Friday, March 5, 2021 (Noon PST)

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 sign and upload this agreement & logo to: www.afsp.org/walksponsors**

Thank You For Your Generous Support Of The American Foundation For Suicide Prevention!

Form **W-9**
(Rev. October 2018)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

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

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

Print or type. See Specific Instructions on page 3.

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

Requester's name and address (optional)

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

7 List account number(s) here (optional)

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.

Social security number
			-			-				

or

Employer identification number
1	3	-	3	3	9	3	3	2	9

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 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, 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-INT (interest earned or paid)
- 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.*