

# Walk to Fight Suicide



## 2021

### Eastern Montana Community Walk Sponsorship Opportunities

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



American  
Foundation  
for Suicide  
Prevention



OUT OF THE  
DARKNESS  
Community Walks



**American  
Foundation  
for Suicide  
Prevention**



Dear Friend and Community Leader:

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

You're invited to partner with us as an event sponsor for the **4th Annual Eastern Montana Out of the Darkness Walk**, taking place on Saturday, 9/18/2021 at Sidney Central Park.

**Why support the Eastern Montana Out of the Darkness Walk?**

Suicide is a leading cause of death – and it is preventable. Montana, unfortunately, ranks 2nd highest in the country for rates of death by suicide. 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.<sup>1</sup>

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.<sup>2</sup>

Sponsor the Eastern Montana 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 and 50% of net proceeds go directly to program delivery in Montana.

2020 was a challenging year for our state, and our nation, and we still have so much work to do.

I look forward to discussing our 2021 sponsorship opportunities and benefits with you in more detail.

On the next page you will find our **2021 Eastern Montana Out of the Darkness Walk Sponsorship Opportunities & Benefits** information. With your help we can reach our goal of raising \$40,000 for this walk and make a difference in Eastern Montana, the entire state of Montana, and nationally. With your generous support, we can do even more to **#StopSuicide!**

**2020 WALK STATS: 93 participants / \$21,474.47 raised / 11 corporate sponsors**

**2021 WALK GOALS: 425 participants / \$40,000 / 20 corporate sponsors**

For more information contact:

*Nick Kallem*

**Nick Kallem**

2021 Eastern Montana Out of the Darkness Community Walk Chair  
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Enclosures

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

<sup>2</sup> [Edelman.goodpurpose® 2012](#)



# 2021 Eastern Montana Out of the Darkness Community Walk

Saturday, 9.18.21 • Central Park - Sidney, Montana

## 2021 Sponsorship Levels

	Honor \$250	Hope \$500	Healing \$1000	Support \$2,500	Montana Lifesaver \$5,000+
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.					
Tax Deductible Donation / Receipt					
Suicide Prevention Workshop for your staff or organization upon your invitation					
Social Media Recognition					
Recognition of your company's sponsorship on the <b>2021 <a href="https://afsp.org/EasternMT">afsp.org/EasternMT</a></b> website	 Company Name Listed	 Company Logo w/ link	 Company Logo w/ link	 Company Logo w/ link	 Company Logo w/ link
Recognition in announcement(s) at event					
Invitation to display your Banner at the Walk <i>(Banner provided by the sponsor)</i>					
Sponsor logo on the back of walker t-shirts <i>(Due Date: August 1, 2021)</i>					
# of Complimentary Walk T-Shirts featuring your Company's logo		<b>1</b>	<b>2</b>	<b>4</b>	<b>5</b>
Your company logo included in 2 mailings of the Eastern Montana Walk eNewsletter. The eNewsletter has over 400 Subscribers					
One dedicated mailing of the Eastern Montana Walk eNewsletter <i>featuring your company's sponsorship &amp; logo.</i>					
<b>Statewide Recognition:</b> The highest level of sponsorship credit & benefits at <b>ALL 2021 Community Walks across Montana.</b> (MUST MEET DUE DATES FOR AGREEMENT/LOGO RECEIPT)					

In-kind donations that help raise funds or save costs for AFSP are also gratefully accepted.  
 \*Cause Related Organizations - Contact us for additional ways you may be able to participate.  
 Please note logo placement opportunities on printed items are subject to production due dates.  
 \*AFSP reserves the right to substitute any benefits listed for a benefit of equal value



**American  
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Prevention**



## Out Of The Darkness Eastern Montana Community Walk

2021 SPONSORSHIP AGREEMENT

Saturday, September 18, 2021 • Central Park, Sidney

**PLEASE PRINT**

Organization/Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Phone \_\_\_\_\_ Contact Email: \_\_\_\_\_

Website URL \_\_\_\_\_

Please select one of two sponsorship options:

### Cash Sponsorship

- Montana Lifesaver Sponsor** | Donate \$5,000+
- Support Sponsor** | Donate \$2,500
- Healing Sponsor** | Donate \$1,000
- Hope Sponsor** | Donate \$500
- Honor Sponsor** | Donate \$250

**OR**

### In-Kind Sponsorship (Product or Service)

Product: \_\_\_\_\_  
OR  
Service: \_\_\_\_\_  
Fair Market Value: \$ \_\_\_\_\_  
Value Determined By: \_\_\_\_\_

### Additional Options

- Please send me information about forming a team for the walk
- Unable to sponsor, but please accept this donation \$ \_\_\_\_\_
- I was referred by (insert name of team/company) \_\_\_\_\_

We authorize the American Foundation for Suicide Prevention to include our corporate name and logo on all materials consistent with our sponsorship selection and publication dates.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Method of Payment

- Check Enclosed
- AmEx
- MasterCard
- Call me to process payment via phone
- Invoice Required
- VISA
- Discover

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_ / \_\_\_\_\_

CVV \_\_\_\_\_ Billing Zip \_\_\_\_\_

Cardholder Name \_\_\_\_\_

**Completed & Signed Agreement with Logo Due by 8/1/21 for inclusion on t-shirt for levels which qualify.**

**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 complete, sign and upload this agreement and company logo to: [www.afsp.org/WalkSponsors](http://www.afsp.org/WalkSponsors)

If preferred, you can email signed agreement to [easternmtootd@gmail.com](mailto:easternmtootd@gmail.com) or mail signed form with payment to:  
AFSP Montana Chapter (Eastern MT Walk), 2017 Harrison Avenue #123, Butte, MT 59701

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