

Walk to Fight Suicide

Out of the Darkness™
Community Walks:

Sponsorship Opportunities

Cambria County

afsp.org/johnstown



American
Foundation
for Suicide
Prevention





January 2021 – August 2021

Dear Cambria County Business,

This year, our Western PA Chapter brings back to Cambria County the **Out of the Darkness Walk** at Central Park. The purpose of the Out of the Darkness Walk for Suicide Prevention is to raise awareness and essential funds to help combat suicide in our area and in Pennsylvania. In 2019, our event drew over 250 attendees. We invite you to be a contributing sponsor for this event, aligning your business with this important cause that is the #11 leading cause of death in PA.

Did you know...

- *We lose on average 1 person every 4 hours in this state to suicide.*
- *More people die annually in the U.S. by suicide than by homicide, wars, and natural disasters combined.*
- *More than 48,000 lives were lost by suicide nationally in 2018, the latest CDC data.*

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 Cambria 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.

We understand that things are constantly changing in our community and that our current plans may change again. However, the event takes place this year, we promise our participants and supporters a day full of hope, support, and resiliency. We hope we can count on your support. Thank you in advance to those who are able to help and who do so.

We also encourage you to **form a team** to join with us, since it's free to walk! Visit our walk web page at: www.afsp.org/johnstown

This is your invitation to become a corporate donor to this life-saving cause.

Please see the following agreement page for sponsorship levels and benefits, **starting at only \$250**. A \$250 sponsorship gets your name/logo on all the official Cambria County walk t-shirts. You are also invited to form a corporate team and invite employees and constituents to join us!

Your corporate donation is tax deductible. Our federal tax ID # is 13-3393329. More information about our organization and a copy of our 501(c)3 IRS filing & determination letter can be found on the "Financials" page on our website: <http://afsp.org/about-afsp/financials/>

If you have any questions, please contact me. Thank you so much for your time and consideration!

Sincerely,
Chrystal James
Cambria County Walk Chair for the AFSP Western PA Chapter
CambriaCountyWalkChair@gmail.com | 443-255-0087

Out of the Darkness Community Walk – Western Pennsylvania Chapter 2021 Cambria County, PA Experience Sponsorship Agreement

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. PLEASE PRINT.

Your Business Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Phone: _____ Email: _____

Select Sponsor Level

<input type="checkbox"/>	\$100	HOPE	Organization listed in Walk Program
<input type="checkbox"/>	\$250	Prevention	HOPE-level benefits + logo on Experience T-Shirt
<input type="checkbox"/>	\$500	Advocate	Prevention-level benefits + logo on Experience Website, complimentary T-shirts, highlight on social media, contact information in program
<input type="checkbox"/>	\$750	Life Saver	Advocate-level benefits + Spotlight recognition in opening ceremony and logo on event email promotions
<input type="checkbox"/>	\$1,000	Platinum	Life Saver-level benefits + Named as sponsor for an upcoming Western PA education event, and option to hold education event at your company at no cost.
<input type="checkbox"/>	In-kind		In-kind donations must be pre-approved by the Walk Chair and valued at \$100 or more. Mention during ceremony, on event signage and on social media.
<input type="checkbox"/>	+\$1,000	All-Walk Sponsor	<i>Add \$1,000 to your donation to sponsor all 2021 Western PA community walks in Allegheny, Cambria, Erie, Elk, and Lawrence counties and add your logo to all walk shirts.</i>

 **Agreement and Logo Must Be Received by July 31, 2021** 

Donation Via: (please select one)

Enclosed Check

Please make check payable to: American Foundation for Suicide Prevention
In memo line, please indicate: “2021 Cambria County, PA Walk”

Authorized Signature (needed for check): _____ **Date:** _____

Credit Card:

AMEX

MasterCard

Visa

Discover

CARD NO: _____

EXP. DATE: _____ / _____ CODE: _____ BILLING ZIP: _____

Charge amount authorized: \$ _____

Authorized Signature (needed for credit card): _____ **Date:** _____

Agreement must be signed even with check and in-kind donation submission.

Please Mail or Email
Agreement, Payment & Logo
(EPS OR PNG format) to:

jputkoski@afsp.org

AFSP Western PA Chapter
1597 Washington Pike, Suite A38, Box 272
Bridgeville, PA 15017-2899

Thank You for Generously Supporting Suicide Prevention!

Western PA Chapter – American Foundation for Suicide Prevention - www.afsp.org/westernpa
Federal Tax ID # = 13-3393329



**American
Foundation
for Suicide
Prevention**



2021 Cambria Walk Sponsorship Levels

All levels of sponsorship are tax-deductible donations. All offer the opportunity to support the nation's leading nonprofit organization dedicated to understanding and preventing suicide through research, education, advocacy, and outreach to people with mental health disorders and those impacted by suicide.

<i>Sponsor benefits by level:</i>	\$1,000+ Platinum	\$750 Life Saver	\$500 Advocate	\$250 Prevention	\$100 Hope
Organization listed in Walk Program	✓	✓	✓	✓	✓
Logo on Walk website (1K+ page views)	✓	✓	✓	✓	
Logo on official Walk T-Shirts (est. qt=300)	✓	✓	✓		
Complimentary Walk T-Shirts	✓ (10)	✓ (4)	✓		
Highlight in Walk social media post	✓ (4)	✓ (3)	✓ (2)		
Logo <i>with</i> contact information Walk Program	✓	✓	✓		
Spotlight recognition in Opening Ceremony	✓	✓			
Logo on event email promotions	✓ (4)	✓ (2)			
Logo on even sponsors signs in Central Park	✓	✓			
Premium Route Visibility*	✓				
Sponsorship of 1 AFSP WPA Program**	✓				
Talk Saves Lives at your business (optional)	✓				

"All Walks" Sponsor: Add \$1,000 to your donation to also sponsor our other 2021 Western PA Community Walks in Erie, Elk County, and Lawrence County. This includes your logo on all of those walks' t-shirts.

***Premium Route Visibility** Includes 5 yard signs with your logo along the walk route. AFSP to produce signs, with sponsor approval of logo usage.

****A list of upcoming AFSP Western PA programs will be provided to sponsor from which to select.**