



**AFSPinot**

**SPONSORSHIP  
PACKET**



January 27, 2021

Dear Friend and Community Leader,

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

Partner with us as an event sponsor for the 2021 AFSPinot event, taking place on Saturday, March 20, 2021.

**Why support the AFSPinot event?**

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 participants 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 AFSPinot event 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 American Foundation for Suicide Prevention events allow us to fund research, create educational programs, advocate for public policy, and support survivors of suicide loss.

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

For more information, please contact:

Wendy Thompson, Area Director  
Arkansas Chapter  
501-297-8016  
wthompson@afsp.org

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

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



## SPONSORSHIP LEVELS

### **Riesling 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 logo on the AFSPinot website that links to your company's website.

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

Benefits Include:

- Bronze Level Sponsorship Benefits listed Above
- Your logo on the virtual presentation during the event
- Your logo shared on all our social media channels (Facebook, Twitter, Instagram)
- Opportunity to include promotional item in gift package for participants
- Opportunity to share brief message/video/ad with participants during the event (can be pre-recorded)

### **Chardonnay Level Sponsor | Donate \$750**

Benefits Include:

- Bronze & Silver Level Sponsorship Benefits listed Above
- Your company recognized in announcements at event
- 2 complimentary AFSP Be the Voice t-shirts
- Your company listed as sponsor in 2 mailings of the chapter e-Newsletter
- Opportunity to include promotional item or company coupon in gift package for participants

### **Cabernet Sauvignon Level Sponsor | Donate \$1000**

Benefits Include:

- Bronze, Silver, & Gold Level Sponsorship Benefits listed Above
- 4 complimentary AFSP Be the Voice t-shirts
- Your company listed as sponsor in 4 mailings of chapter e-Newsletter
- One onsite suicide prevention presentation at your company's site about AFSP (can be virtual)



**American  
Foundation  
for Suicide  
Prevention**

Arkansas

**2021 AFSPINOT 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:**

- Cabernet Sauvignon Level Sponsor | Donate \$1000
- Chardonnay Level Sponsor | Donate \$750
- Merlot Level Sponsor | Donate \$500
- Riesling Level Sponsor | Donate \$250

**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 event
- 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 event 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): \_\_\_\_\_

**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: [wthompson@afsp.org](mailto:wthompson@afsp.org) | Mail: AFSP Arkansas, PO Box 251223, Little Rock, AR 72225

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