

# Together To Fight Suicide

Out of the Darkness™  
Community Walks:

**Sponsorship Opportunities  
- Massachusetts**

Find Your Local Community Walk:  
[afsp.org/masschapter](https://afsp.org/masschapter)



Foundation  
for Suicide  
Prevention

OUT OF THE  
DARKNESS  
Community Walks



American  
Foundation  
for Suicide  
Prevention



February 4, 2021

Dear Friend and Community Leader,

While AFSP's Out of the Darkness Community Walks in Massachusetts are going to look different this year, our mission to ***Save Lives and Bring Hope to Those Affected by Suicide*** has not changed.

**Though there are many unknowns, there are two things we know for sure:**

- We remain dedicated to providing communities across Massachusetts with opportunities to connect, heal, share stories, create impact, and show those who struggle that they are not alone.
- Mental health and suicide prevention are more important than ever, and we're confident that with your help we can reach more people than ever before.

***Why support the 2021 Out of the Darkness Community Walks in Massachusetts?***

We realize that nothing can substitute the experience of coming together in person, and we will continue to seek ways in which we can do that safely. This Fall we will host local Community Walks (*in-person, as allowed*) in 10 cities and then come together for one statewide virtual "Celebration of Hope" event on Saturday, November 6<sup>th</sup>. We will use our voices and share our stories to fight suicide, raise awareness, educate our communities, support those who have lost loved ones, and support those with lived experience. *[Become a sponsor and become a voice for suicide prevention.](#)*

**The American Foundation for Suicide Prevention (AFSP) leads the fight against suicide.**

Funds raised from the Out of the Darkness Community Walks in Massachusetts will allow us to fund research, create educational programs, advocate for public policy, and support survivors of suicide loss.

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

**For more information, please contact:**

Jessica van der Stad  
Area Director  
AFSP Massachusetts  
617-439-0940  
[jvanderstad@afsp.org](mailto:jvanderstad@afsp.org)

*Enclosures*

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

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



## MASSACHUSETTS OUT OF THE DARKNESS COMMUNITY WALKS 2021 SPONSORSHIP LEVELS

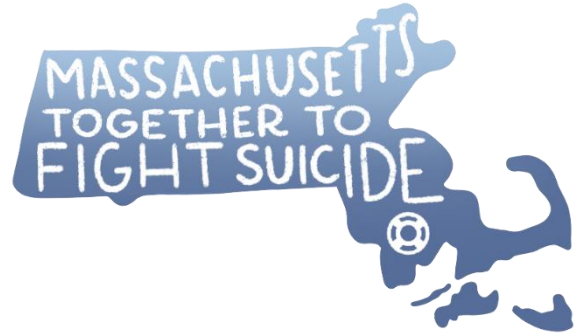
~ NEW THIS YEAR ~

ALL sponsors have the opportunity to participate in our statewide Virtual Resource Fair!

### STATEWIDE Sponsor | Donate \$25,000

**Sponsorship for all 10 Communities:**

Greater Boston (Boston), Berkshire County (Pittsfield), Central MA (Worcester), Easton (Easton), Franklin County (Turner Falls), Greater Springfield (Agawam), Merrimack Valley (Lowell), MetroWest (Natick), North Shore (Wakefield), South Shore / Cape Cod (Bourne)



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.

#### Pre-Event Benefits:

- Named "Presenting Sponsor" in ALL statewide & all community marketing (*includes press release*)
- LOGO included on ALL community registration pages with a link to your website
- Dedicated e-newsletter to Chapter database to highlight involvement (*approx. 10K constituents*)
- Recognition via social media announcement on Chapter accounts (*Facebook, Twitter + Instagram*)
- LOGO placement in pre-event email announcement to ALL registered participants
- CUSTOM "Together to Fight Suicide" yard sign printed & mailed to sponsor

#### Event-Day Benefits:

- 20 complimentary event t-shirts
- Check presentation & speaking time during statewide virtual event (*recorded*)
- Opportunity to participate in statewide virtual resource fair (*subject to terms of AFSP Tabling Agreement*)

#### Post-Event Benefits:

- LOGO included in post-event email announcement to ALL registered participants
- Named 2021 *International Survivors of Suicide Loss Day* sponsor (*taking place on November 20, 2021*)
- 1 educational presentation for your group about AFSP and mental health (*on-site or virtual*)
- Tax-deductible donation & donation receipt
- ROI meeting upon completion of event

**\*\*Sponsor levels below are PER community (see agreement page).\*\***

### LIFESAVER Sponsor | Donate \$10,000

Benefits Include:

- All BRONZE + SILVER + GOLD + PLATINUM Sponsorships Benefits Listed Below**
- 10 complimentary event t-shirts
- 5-minute air-time during statewide virtual event (*recorded*)
- Named "Lifesaver Sponsor" in selected community marketing (*includes press release*)
- Named "Program Sponsor" of 1 AFSP educational event in Spring 2021 (*TBD*)



### **PLATINUM Sponsor | Donate \$5,000**

Benefits Include:

- All BRONZE + SILVER + GOLD Sponsorships Benefits Listed Below**
- 8 complimentary event t-shirts
- 3-minute air-time during statewide virtual event (*recorded*)
- Recognition during selected community promotions (*television, radio, etc.*)
- Opportunity to co-host National Suicide Prevention Week activity (*September 5-11, 2021*)
- ROI meeting upon completion of event

### **GOLD Sponsor | Donate \$2,500**

Benefits Include:

- All BRONZE + SILVER Sponsorships Benefits Listed Below**
- 6 complimentary event t-shirts
- 2-minute air-time during statewide virtual event (*recorded*)
- Profile in e-newsletter to Chapter database (*approx. 10K constituents*)
- 1 educational presentation for your group about AFSP and mental health (*on-site or virtual*)

### **SILVER Sponsor | Donate \$1,000**

Benefits Include:

- All BRONZE Sponsorships Benefits Listed Below**
- 4 complimentary event t-shirts
- 1-minute air-time during statewide virtual event (*recorded*)
- LOGO included in email announcement to registered participants in selected community
- Recognition via social media announcement on Chapter accounts (*Facebook, Twitter + Instagram*)
- CUSTOM "Together to Fight Suicide" yard sign printed & mailed to sponsor

### **BRONZE Sponsor | Donate \$500**

Benefits Include:

- Tax-deductible donation & donation receipt
- LOGO included on selected community registration page with a link to your website
- Opportunity to participate in statewide virtual resource fair (*subject to terms of AFSP Tabling Agreement*)
- 2 complimentary event t-shirts

### **WALK Sponsor | Donate \$250**

Benefits Include:

- Tax-deductible donation & donation receipt
- NAME listed on selected community registration page
- 1 complimentary event t-shirts
- Opportunity to participate in statewide virtual resource fair (*subject to terms of AFSP Tabling Agreement*)



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## MASSACHUSETTS OUT OF THE DARKNESS COMMUNITY WALKS 2021 SPONSORSHIP AGREEMENT

Please Print

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

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

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

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

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

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

**Please select ONE option from both boxes:**

**Sponsorship Level:**

- Statewide Level Sponsor** | Donate \$25,000
- Lifesaver Level Sponsor** | Donate \$10,000
- Platinum Level Sponsor** | Donate \$5,000
- Gold Level Sponsor** | Donate \$2,500
- Silver Level Sponsor** | Donate \$1,000
- Bronze Level Sponsor** | Donate \$500
- Walk Level Sponsor** | Donate \$250

**Community:**

- Greater Boston** (Boston)       **Easton** (Easton)
- Berkshire County** (Pittsfield)       **MetroWest** (Natick)
- Central MA** (Worcester)
- Franklin County** (Turner Falls)
- Greater Springfield** (Agawam)
- Merrimack Valley** (Lowell)
- North Shore** (Wakefield)
- South Shore / Cape Cod** (Bourne)

**Do you plan to participate in the virtual resource fair?** *(This benefit is included in ALL sponsorship levels.)*

Yes     No

**Additional Options:**

- Call me, I am interested in forming a team.
- Unable to sponsor, but please accept this donation \$ \_\_\_\_\_
- Referred by (if someone referred you to us, please let us know): \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

*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.*

**Donation Via:**

Enclosed check     Invoice required to process payment     Call me to process payment via phone

Credit Card:     AMEX     Mastercard     Visa     Discover

CARD NO. \_\_\_\_\_

EXP. DATE: \_\_\_\_\_ CODE: \_\_\_\_\_ BILLING ZIP: \_\_\_\_\_

Card Holder Name *(if different than Contact Person Name)*: \_\_\_\_\_

**Logo Specifications (where applicable):** Stacked logos appear best (max width for website is 80px) and we accept vector files and/or high-resolution image files (.jpeg, .png). **If high-resolution (vector or image) logo file is not provided, company name will appear on website as text, only.**

Please sign and **upload** this agreement & logo to: [www.afsp.org/walksponsors](http://www.afsp.org/walksponsors)

**If preferred, mail signed form with payment to:** AFSP – 71 Commercial Street #236 – Boston, MA 02109





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

Request for Taxpayer Identification Number and Certification

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

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

Form fields: 1 Name (American Foundation for Suicide Prevention), 2 Business name, 3 Tax classification (C Corporation checked), 4 Exemptions (1), 5 Address (199 Water Street, 11th Floor, New York, NY 10038), 7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN) section with Social Security number and Employer identification number fields.

Part II Certification section with text: Under penalties of perjury, I certify that: 1. The number shown on this form is my correct taxpayer identification number... 2. I am not subject to backup withholding... 3. I am a U.S. citizen or other U.S. person... 4. The FATCA code(s) entered on this form... Certification instructions follow.

Sign Here section with Signature of U.S. person and Date 1/27/2020.

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... 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... • 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.