afsp.org/OCHikeForHope

Hike to Fight Suicide

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afsp.org

American Foundation for Suicide Prevention
Orange County

Hike for Hope

February 1, 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 Orange County Hike for Hope to help bring suicide out of the darkness taking place during the month of May, Mental Health Awareness Month.

Why support the Orange County Hike for Hope

Suicide is a leading cause of death – and it is preventable. With your support, we will be one step closer to achieving our bold goal of reducing the suicide rate 20% by 2025. We have recently learned that in 2019 the suicide rate dropped by more than 2%! We are ecstatic about this accomplishment. It shows that all of the effort toward this goal is making a difference.

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.[1]

Not only are consumers making purchase decisions with purpose top of mind, but they are also buying and advocating for purposeful brands. 72% of consumers would recommend a brand that supports a good cause over one that does not.[2]

Sponsor the 2021 Orange County Hike for Hope 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 2021 sponsorship opportunities and benefits with you in more detail. Please let me know if you have any questions or concerns.

For more information, please contact:
Nancy Cooper
OC Chapter Chair
American Foundation for Suicide Prevention
949-929-4337
ncooper1011@gmail.com

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[1] *2013 Cone Communications/Echo Global CSR Study*

[2] *Edelman goodpurpose® 2012*

American Foundation for Suicide Prevention
Orange County

Hike for Hope

2021 Orange County Hike for Hope

SPONSORSHIP LEVELS

Platinum Level Sponsor | Donate $2500

Benefits Include:

- ☑ Bronze, Silver, & Gold Level Sponsorship Benefits
- ☑ 10 complimentary 2021 Orange County Hike for Hope t-shirts
- ☑ One Talk Saves Lives presentation at your company's site about AFSP

Gold Level Sponsor | Donate $1000

Benefits Include:

- ☑ Bronze & Silver Level Sponsorship Benefits
- ☑ Your company recognized in announcements at event.
- ☑ 4 complimentary 2021 Orange County Hike for Hope T-shirts
- ☑ Your company listed as sponsor in 3 mailings of our eNewsletter.

Silver Level Sponsor | Donate $500

Benefits Include:

- ☑ Bronze Level Sponsorship Benefits
- ☑ Your logo on the back of participant t-shirts.
- ☑ 2 complimentary 2021 Orange County Hike for Hope t-shirts
- ☑ Your company's name and contact information listed in event program, to be emailed.

Bronze Level 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 2021 Orange County Hike for Hope website that links to your company's website.

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2021 Orange County Hike for Hope

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:		**In-Kind Sponsorship:**
☐ **Platinum Level Sponsor** | Donate $2500		Product: _____
☐ **Gold Level Sponsor** | Donate $1000	**OR**	*OR* Service: _____
☐ **Silver Level Sponsor** | Donate $500		Fair market Value* (product or service): $ _____
☐ **Bronze Level Sponsor** | Donate $250		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*): _____

Completed & Signed Agreement with Logo Due by April 1, 2021

Logo Specifications: T-shirt: Vector file (EPS, PS, PDF) format to ensure logo integrity. **Website: S**tacked 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: development@afsp.org | **Mail**: AFSP, ATTN: DEVELOPMENT, 199 Water Street, 11th FL, New York, NY 10038

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

Form **W-9**
(Rev. December 2014)
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.

Print or type
See Specific Instructions on page 2.

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; 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. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member 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.)
120 Wall Street, FL 29

Requester's name and address (optional)

6 City, state, and ZIP code
New York, NY 10005

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 Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 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 on page 3.

Sign Here **Signature of U.S. person ▶** **Date ▶** 1/26/2017

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

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?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.