

# Walk to Fight Suicide

Out of the Darkness™  
Community Walks:

**Sponsorship Opportunities**

PITTSBURGH WALK

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



Foundation  
for Suicide  
Prevention

OUT OF THE  
DARKNESS  
Community Walks



**American  
Foundation  
for Suicide  
Prevention**



January 2021 – July 2021

**Dear Corporate Giving Manager:**

This fall, our Western PA Chapter brings back to Pittsburgh the **Out of the Darkness Walk**. 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 3,000 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, with over 2,000 deaths by suicide in Pennsylvania alone.*

**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 Western Pennsylvania.

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/pittsburgh](http://www.afsp.org/pittsburgh)

**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 \$500**. A \$1,000 sponsorship gets your name/logo on all the official Pittsburgh 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!

**We hope you join our fight!**

Sincerely,

Jesse Putkoski

Area Director, AFSP Western PA [www.afsp.org/westernpa](http://www.afsp.org/westernpa)

[jputkoski@afsp.org](mailto:jputkoski@afsp.org) | (412) 510-5914

Leila Bouabdellaoui, Western PA Board Member and Pittsburgh Walk Chair

[leilabafsp@gmail.com](mailto:leilabafsp@gmail.com) | (412) 259-3352

**Western PA Chapter – American Foundation for Suicide Prevention – [www.afsp.org](http://www.afsp.org) – Tax ID 13-3393329**



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**OUT OF THE DARKNESS WALK SPONSORSHIP AGREEMENT – 2021 PITTSBURGH WALK**

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.

**Company:** \_\_\_\_\_

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

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

**Contact Person:** \_\_\_\_\_

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

**Sponsorship Selection for the 2021 Pittsburgh Walk:** (please check one)

- Hope Level Sponsor** | Donation of \$500 = logo on walk website, event emails, social media & event ‘jumbotron.’
- Prevention Level Sponsor** | Donation of \$1,000 = Hope-level benefits + logo on event **t-shirts**.
- Advocate Level Sponsor** | Donation of \$2,500 = Prevention-level benefits and option to hold education event at your company at no cost.
- LifeSaver Level Sponsor** | Donation of \$5,000+ = Advocate-level benefits, named as sponsor for an upcoming Western PA education event, and option to hold education event at your company at no cost.
- Platinum Level Sponsor** | Donation of \$7,500+ = LifeSaver-level benefits + premium ceremony or route visibility. (Options include: Opening Ceremony introduction, dove release introduction, or walk route sponsorship signs)

**YES | NO “All Walks” Sponsor:** Add \$1,000 to your donation to also sponsor our other 2021 Western PA community walks in Erie, Elk County, Lawrence County, & Cambria County. This includes your logo on all of those walks’ t-shirts.

**YES | NO** Represent your organization the day of the Pittsburgh walk with an information table where you can share content and engage with the community face-to-face. *If “yes,” please review and return the completed 2021 AFSP Pittsburgh Walk – Tabling Agreement document is attached hereto.*

**IMPORTANT: Agreement and Logo Must be Received by July 31, 2021**

Please Mail or Email Agreement and Payment To: [jputkoski@afsp.org](mailto:jputkoski@afsp.org)  
 Jesse Putkoski, AFSP Western PA Chapter  
 1597 Washington Pike, Suite A38, Box 272,  
 Bridgeville, Pa 15017

Please Email Your Logo (EPS and PNG formats) to: [jputkoski@afsp.org](mailto:jputkoski@afsp.org)

**Donation Via** (please check one):

- Enclosed Check  
 Payable to: American Foundation for Suicide Prevention (AFSP). In memo line, please indicate: “Pittsburgh 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: \_\_\_\_\_



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## 2021 Pittsburgh Walk Sponsorship Levels

<i>Sponsor benefits by level:</i>	<b>\$7,500+ Platinum</b>	<b>\$5,000 Life Saver</b>	<b>\$2,500 Advocate</b>	<b>\$1,000 Prevention</b>	<b>\$500 HOPE</b>	<b>Add \$1,000 to sponsor "All 2020 Western PA Community Walks"</b>
<b>Premium Ceremony or Route Visibility*</b>	✓					
<b>Sponsorship of 1 AFSP WPA program**</b>	✓	✓				
<b>Talk Saves Lives at your business</b> (optional)	✓	✓	✓			
<b>Logo on official walk T-shirts</b> (est qty=1000)	✓	✓	✓	✓		✓ (All Western PA walk t-shirts.)
<b>Logo on Walk website</b> (18K+ page views)	✓	✓	✓	✓	✓	✓ (All Western PA walk websites)
<b>Logo on event sponsors sign</b>	✓	✓	✓	✓	✓	✓
<b>Logo on event email promotions</b>	✓	✓	✓	✓	✓	✓ (All Western PA walk emails)
<b>Mention in Walk social media post</b>	✓	✓	✓	✓	✓	✓ (All Western PA walks)
<b>Mention during Walk opening ceremony</b>	✓	✓	✓	✓	✓	✓ (All Western PA walks)

*\*Premium options to choose from, first-come basis:*

- Only 1 available! **Opening ceremony introduction.** 1-minute script approved by walk chair 1 week before event.
- Only 1 available! **Dove release introduction.** Script provided to your spokesperson by walk chair.
- Walk route sponsorship yard signs.** 5 yard signs with your logo along 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.*



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**Pittsburgh 2021 Out of the Darkness Walk  
Community Partner Tabling Agreement**

Please review our separate Terms and Conditions document before completing this form. We expect over 2,000 attendees (if fair weather) and a family-friendly event. Inquiries send to Emily Shimko: [ejnewcomer@hotmail.com](mailto:ejnewcomer@hotmail.com) or 412-979-8328.

**Organization Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Primary Contact Name:** \_\_\_\_\_

**Primary Contact Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Event Day Contact Name:** (if different from primary contact) \_\_\_\_\_

**Event Day Contact Mobile Phone:** \_\_\_\_\_

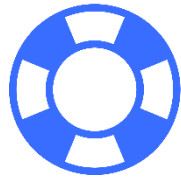
Please check each box that you agree to each of the following:

- You agree to the Event Day Terms & Conditions provided in separate document.
- You will be provided with an unskirted 10x10 table and 1 chair.
  - Check here if you request 2 total chairs.
- Your arrival and setup will be completed by 8:30 AM.
- You agree to set up at the table designated for you by AFSP.
- You acknowledge that your table will **NOT** be tented by AFSP. (We **STRONGLY** encourage you to bring a pop-up tent and your own signage to tape/pin to the front of the provided table.)
  - Check here if you will be bringing your own pop-up tent. Note that you **CANNOT** stake the tent into the turf; you must bring weights or sandbags to hold it down.
- You agree that tear-down of your table will only occur after the walkers have left the stage area, which will be approximately 11:15 AM. You are responsible for removing any of your own trash, empty boxes, etc. If you plan to walk, please pack up and store your items before walking.
- You agree not to have items for sale, unless pre-approved by the walk chair.

**Name of Person Signing:** \_\_\_\_\_

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

**Thank you!**



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## **Event Day Terms and Conditions – AFSP Sponsors and Community Resource Partners**

*(Approved February 1, 2018)*

1. AFSP reserves the right to determine who will be allowed to table, speak, or otherwise have a presence at our events.
2. Their message (spoken, written, etc.; on-event and off) needs to align with AFSP's mission to save lives and bring hope to those affected by suicide as well as align with AFSP's policies and positions.
3. Their presence must positively/enhance the overall participant experience.

**For the purposes of these criteria, we will differentiate between community resources and sponsors/vendors.**

1. COMMUNITY RESOURCE TABLES (only for nonprofits or other community organizations that have a mental health/suicide prevention focus)
2. SPONSOR/VENDORS (could include a variety of orgs/companies such as manufacturers of treatment or for-profit treatment centers)

**Considerations for both community resource tables & sponsors/vendors:**

1. AFSP works with many different organizations that share our goal of reducing the annual suicide rate 20% by 2025, including other not-for-profit organizations, for-profit organizations, corporate foundations and government-related entities. While these relationships are essential to AFSP reaching its goals for public health, AFSP must exercise care not to endorse or appear to endorse a commercial product, process, service or enterprise.
2. Community Resource Tables and Sponsor/Vendor Relationships must not materially detract from AFSP's reputation for objectivity, independence, integrity, credibility, social responsibility and accountability or otherwise be inconsistent with the mission and values of AFSP. All Sponsor/Vendor Relationships will comply with applicable law, and AFSP policies and procedures. All messaging (spoken/displayed/written) must be in compliance with AFSP's best practices for safely speaking about suicide.
3. AFSP does not permit politicians in an election cycle, advocacy organizations, firearms manufacturers, and liquor/beer/wine distillers/brewers/distributors to have a table or speaking role at the Out of the Darkness Walks. Additionally, in accordance with federal law, no political campaigning is permitted at any AFSP event and AFSP cannot campaign for or against a candidate for political office, contribute money or labor to a political campaign or distribute campaign literature.
4. For community resources and/or sponsors/vendors that provide treatment: AFSP does not endorse any particular treatments, but rather encourages individuals and families to find the treatment plan and provider that works best for each person. Involvement with AFSP does not equate to endorsement of products. Many walkers have been personally affected by suicide through loss or lived experience of a suicide attempt. We ask that consideration be given to the following guidelines:

- a. You may make information available and engage those who approach the table about your services/treatment, but please do not actively solicit participants.
5. All vendors/speakers are subject to review and approval by AFSP at the local and national level. If a local walk is not sure about a vendor, they can ask AFSP National for approval. AFSP reserves the right to deny or exclude any organization or vendor from tabling at AFSP hosted events for any reason.
6. AFSP shall have the right to revoke the tabling/speaking rights and privileges granted by it, effective immediately upon receipt, if AFSP, in its sole discretion, deems the noise level, method of operation, display of materials or goods, conduct of any person, or content of any printed material to be a nuisance, dangerous, unlawful, in violation of AFSP's rules and regulations, Exhibitor's breach of this Agreement, or a threat to the AFSP or its related events or activities. Furthermore, Exhibitor's promotion and/or sale, directly or indirectly, of any goods and/or services not listed on Agreement or Exhibitor's use of any unassigned space shall be material breaches of this Agreement. In the event of revocation, AFSP shall retain the full fees paid, but such amount shall not automatically be construed as full and satisfactory liquidated damages.

## **RESOURCE TABLES**

- May be free or a small fee to cover expense and guarantee attendance (up to \$250)
- Must provide mental health services. Examples include: community non-profits, behavioral health centers, addiction recovery/support, grief support, veterans resources/support etc.
- No sales/fundraising/soliciting. These are informational only.

## **SPONSOR/VENDOR Tables/Speakers at event**

- Must pay for table at appropriate sponsor level (Guidelines will be established based on market size).
- Sponsors must be clearly marked (separate area and/or signs on each table) and/or clearly introduced, if speaking.
- Must provide activity/benefit to participant (enhance event experience) with messaging to support cause. This helps to enhance participant experience and also creates additional opportunity to build relationship with sponsor by partnering with local volunteers/staff on nature of activity. Furthermore, it creates buy-in from organization by asking them to create experience at the event.
- Food vendors sign agreement to donate minimum 10% of sales on event must provide own permit/insurance. If event does not already have permit for food vendors, the food vendor must secure permitting on own time and cost.
- **Disclosure:** AFSP will publicly disclose the nature of a Corporate Relationship, including the amount of the financial contribution to AFSP. Other commercial or competitive information which is customarily subject to non-disclosure restrictions may be treated as confidential when subject to reasonable non-disclosure agreements. Any personal information collected about people participating in corporate-sponsored activities and/or programs is subject to AFSP's Privacy Policy and Terms of Use.

*We welcome anyone with an interest in the cause to create a team and walk with us. Please keep in mind these are family friendly events, so we ask that you refrain from profane/obscene, images/language on team t-shirts, webpage, etc.*