



Anderson Out of the Darkness™ Walk: Sponsorship Opportunities

Anderson Out of the Darkness Walk

afsp.org/anderson



American
Foundation
for Suicide
Prevention





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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 Out of the Darkness Anderson Walk taking place on *Sunday, September 26, 2021*. While the world is different, our mission to **Save Lives and Bring Hope to Those Affected by Suicide** has not changed.

Though there are many unknowns, there are a few things we know for sure:

- We are a strong and resilient community, united in our effort to fight suicide, raise awareness, educate our communities, support those who have lost loved ones, and support those with lived experience.
- We remain dedicated to providing communities throughout Indiana with opportunities to connect, heal, share stories, create impact, and show those who struggle that they are not alone.
- Mental health is just as important as physical health, we need your help to normalize conversations about mental health and treatment.
- 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 Out of the Darkness Walk and AFSP?

Our community has always been the heart of the Out of the Darkness Walks. 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. Until that time comes, we will use our voices and share our stories virtually to provide hope. Sponsor the 2021 Anderson Out of the Darkness Walk and show our community that you're a voice for suicide prevention.

Build your brand's goodwill by supporting a cause everyone can get behind.

Our walkers 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.

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. Sponsor the 2021 Anderson Walk and show our community that you're 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 Walk will allow us to fund research, create educational programs, advocate for public policy, and support survivors of suicide loss.

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

For more information, please contact:

Whitney Knight & Samantha Israel
Anderson Walk Co-Chairs
(765) 400-2822
andersonwalk.afspin@gmail.com

Kelsey Steuer
Indiana Area Director
317-864-6074
ksteuer@afsp.org

Learn more about the Indiana Chapter: afsp.org/indiana



With chapters in all 50 states, AFSP is leading the fight in suicide prevention. We create a culture that's smart about mental health through education and community programs, research and advocacy, and support for those affected by suicide.

Indiana Chapter

National



26

New grants worth more than
\$6.2M awarded by AFSP

Local AFSP Indiana



\$750,000

Donations

Local AFSP Indiana



272

Educational
programs delivered

Local AFSP Indiana



450

Volunteers donated
their time to
#StopSuicide

Local AFSP Indiana



17

Indiana Out of the
Darkness Walks

National



46

State Capitol Days
AFSP hosted in 46
states across the U.S.

Local AFSP Indiana



14

International
Survivors of Suicide
Loss Day events

Local AFSP Indiana



1,058

AFSP license
plates sold



Your Support at Work

The American Foundation for Suicide Prevention is a voluntary health organization that gives those affected by suicide a nationwide community empowered by research, education, and advocacy to take action against this leading cause of death. Our mission is to **save lives and bring hope to those affected by suicide**. With chapters in all 50 states, AFSP leads the charge in:



Support

Providing support through initiatives like the Survivor Outreach Program, which connects trained loss survivors with people whose grief is recent, and events across the country for International Survivors of Suicide Loss Day. The Interactive Screening Program, available for schools, workplaces, and other organizations, provides an anonymous way to engage with counselors, for those least likely to seek help.



Education

Delivering evidence-based suicide prevention programs to schools, communities and workplaces, showing people how to recognize signs of distress and connect those suffering with help. Our Talk Saves Lives™ program has helped over 60,000 people since 2016. More Than Sad has taught over a million students and educators how to be smart about mental health.



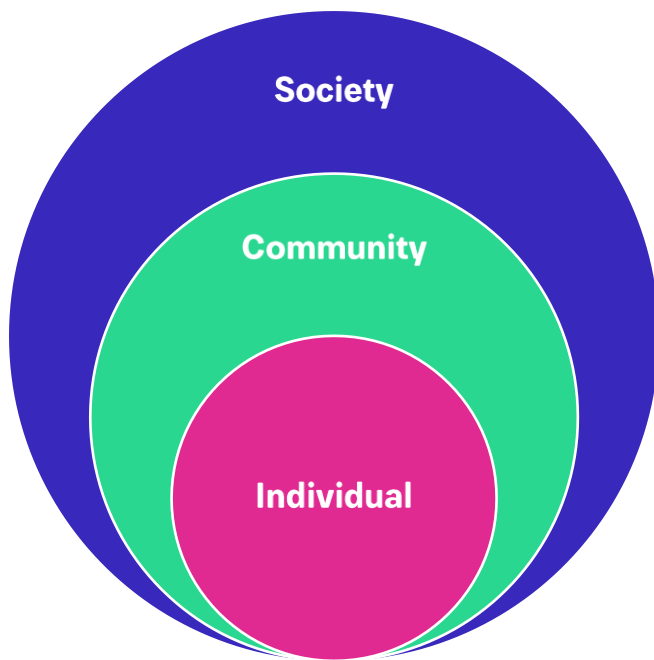
Research

Discovering better ways to prevent suicide through research. Findings from our studies have shaped prevention efforts around the world. Since 1987, the organization has funded more than 552 research grants totaling more than \$34 million.



Advocacy

Pushing for key federal and state legislation, such as mandatory suicide prevention training for clinicians and educators, and funding for mental health resources, with the help of over 20,000 volunteer advocates across the country.



In order to fulfill our mission, AFSP **invests in prevention at multiple levels to make a long-term impact.**

- AFSP is a national, statewide, and local organization recognizing that change must happen at the **individual, community, and societal levels** in order to fight suicide.
- AFSP's work is **driven by science** and supports **evidence-based change** across all contexts.
- By supporting AFSP, you are supporting a grassroots organization dedicated to **saving lives and bringing hope to those affected by suicide in your community, in your state, and across the country.**



Anderson Out of the Darkness Walk

2021 Sponsorship Levels



American
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Prevention Sponsor | Donate \$500

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
- Tax-deductible donation & donation receipt
- Your logo on the 2021 Anderson Out of the Darkness Walk website
- Your logo posted on the Anderson Walk Facebook Event Page
- Your logo on the 2021 Anderson Walk Shirt (Anderson has over 500+ participants)
- Your logo included in e-blast communications with past and current participants
- 2 complimentary Anderson Out of the Darkness Walk t-shirts

Advocate Sponsor | Donate \$1,000

Benefits Include:

- Prevention Level sponsorship benefits listed above
- 30 second mission moment to share on Anderson Walk Facebook Event Page
- Recognition as a program sponsor for AFSP Presentation and/or Mental Health Suicide Prevention Program
- A complimentary online prevention education program
- Recognition as a sponsor during Anderson Out of the Darkness Ceremony
- 4 complimentary Anderson Out of the Darkness Walk t-shirts
- Opportunity to include promotional item in walker gift bag

Support Sponsor | Donate \$2,500

Benefits Include:

- Prevention & Advocate Level sponsorship benefits listed above
- Your company recognized in announcements at event
- Your company listed as sponsor in 2 mailings of Anderson Out of the Darkness Walk with 3,000 subscribers
- 30 second mission moment to share during Anderson Walk Ceremony (pre-recorded)
- 2 featured mentions on @afspindiana social platforms
- 8 complimentary Anderson Out of the Darkness Walk t-shirts

Hope Sponsor | Donate \$5,000

Benefits Include:

- Prevention, Advocate & Support Level sponsorship benefits listed above
- Dedicated mission moment email sent by sponsor to Indiana Database with over 30,000 subscribers
- 1 complimentary online prevention education program per quarter (4 total)
- 5 featured mentions on @afspindiana social platforms
- 12 complimentary Anderson Out of the Darkness Walk t-shirts

Champion Sponsor | Donate \$10,000+

Benefits Include:

- Prevention, Advocate, Support & Hope Level sponsorship benefits listed above
- 10 featured mentions on @afspindiana social platforms
- Company Spotlight in AFSP Indiana Newsletter
- Your logo on the Indiana Chapter Website
- Your company listed as sponsor in 4 mailings of Fort Wayne Out of the Darkness Walk with 3,000 subscribers
- 20 complimentary Fort Wayne Out of the Darkness Walk t-shirts

Lifesaver Sponsor | Donate \$25,000+

Benefits Include:

- Custom sponsorship developed collaboratively with sponsor and Indiana Chapter.

In-Kind Sponsor | Benefits include (with minimum value of \$500)

- 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
- Tax-deductible donation & donation receipt
- Your logo on the 2021 Anderson Out of the Darkness Walk website

AFSP Tax ID# 13-3393329; All financial and non-profit information at [AFSP.org/Financials](https://www.afsp.org/Financials)

*** Must have logo and signed sponsorship agreement turned in by Friday, August 13, 2021 to be on the t-shirt.**



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OUT OF THE DARKNESS ANDERSON INDIANA WALK 2021 SPONSORSHIP AGREEMENT

Name/Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Phone: _____ Email: _____

Company Website Address: _____

Please select one of two sponsorship options:

Donation: <input type="checkbox"/> Lifesaver Level Sponsor Donate \$25,000+ <input type="checkbox"/> Champion Level Sponsor Donate \$10,000 <input type="checkbox"/> Hope Level Sponsor Donate \$5,000 <input type="checkbox"/> Support Level Sponsor Donate \$2,500 <input type="checkbox"/> Advocate Level Sponsor Donate \$1,000 <input type="checkbox"/> Prevention Level Sponsor Donate \$500	OR	In-Kind: Product: _____ OR Service: _____ Fair Market Value (product or service): \$ _____ Value Determined by _____
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Additional Options:

- ☒ Call me, I am interested in forming a team for the walk
- ☒ Unable to sponsor, but please accept this donation \$ _____

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.

Authorized Signature: _____ Date: _____

Donation Via:

☒ Enclosed Check

Credit Card: ☒ AMEX

☐ Mastercard

☐ Visa

☐ Discover

CARDNO. _____

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

Card Holder Name (if different than Contact Person Name): _____

Agreement and Logo Due by **Friday, August 13th, 2021.**

Logo format for website & t-shirts (\$500 donation value & above): pdf, tif, jpeg, or eps.

Please scan and email or mail this agreement, logo, & website link to: ksteuer@afsp.org

Mail: AFSP Indiana, 14350 Mundy Drive 800-199 Noblesville, IN 46060

Thank you for your generous support of the American Foundation for Suicide Prevention! You are helping save lives in your community.

American Foundation for Suicide Prevention
AFSP Tax ID# 13-3393329; All financial and non-profit information at [AFSP.org/Financials](https://www.afsp.org/Financials)