



Out of the Darkness™ Berks County Walk: Sponsorship Opportunities

Berks County Out of the Darkness Walk

afsp.org/BerksCounty



American
Foundation
for Suicide
Prevention





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for Suicide
Prevention



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 Berks County Out of the Darkness Walk taking place on September 25th, 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 Pennsylvania 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 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 can do that safely. Until that time comes, we will use our voices and share our stories virtually to provide hope. Sponsor the 2021 Berks County 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, 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 doesn't. Sponsor the 2021 Berks County 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:

Selena Morales

Walk Chair

484.651.0706

selenamaria0224@gmail.com

Learn more about the Eastern PA Chapter: afsp.org/easternpa

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.



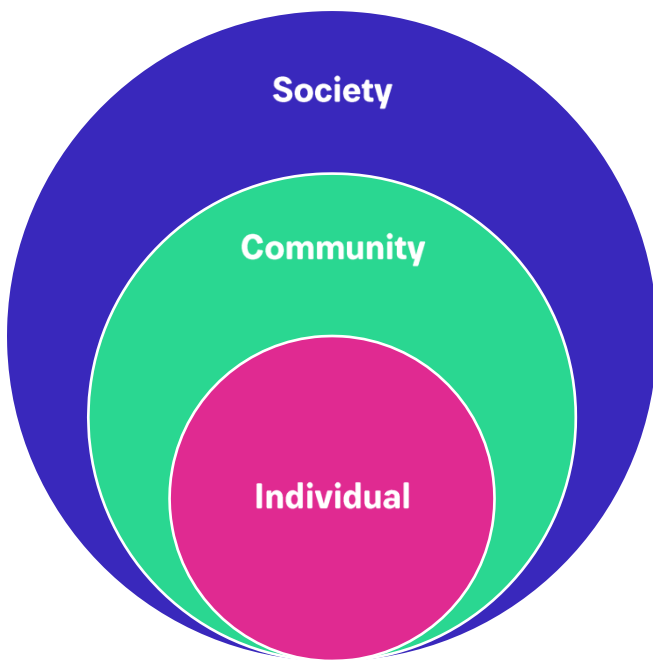
Research

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.**



BERKS COUNTY OUT OF THE DARKNESS WALK 2021 SPONSORSHIP LEVELS

Bronze 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
- Tax-deductible donation & donation receipt
- Your company name typed out on the 2021 Berks County Out of the Darkness Walk website
- Your logo included in e-blast communications with past and current participants
- 1 complimentary Berks County Out of the Darkness Walk t-shirts
- Your company logo in the event program if we have an in-person event

Silver Sponsor | Donate \$500

Benefits Include:

- Bronze Level sponsorship benefits listed above
- A complimentary online prevention education program
- Your logo on the 2021 Berks County Walk Shirt
- Your logo on the 2021 Berks County Out of the Darkness Walk website
- Your logo posted on the Facebook Event Page
- Recognition as a sponsor during Berks County Out of the Darkness Ceremony
- 2 complimentary Berks County Out of the Darkness Walk t-shirts

Gold Sponsor | Donate \$750

Benefits Include:

- Bronze & Silver Level sponsorship benefits listed above
- Your company recognized in announcements at event
- 2 featured mentions on Berks County Walk social platforms
- 4 complimentary Berks County Out of the Darkness Walk t-shirts
- 30 second mission moment to share on Berks County Walk Facebook Event Page
- Your logo on a Yard Sign at event if we have an in-person event

Platinum Sponsor | Donate \$1,000

Benefits Include:

- Bronze, Silver, & Gold Level sponsorship benefits listed above
- Dedicated mission moment email sent by sponsor to walk participants
- 2 complimentary online prevention education programs
- 4 featured mentions on Berks County social platforms
- 6 complimentary Berks County Out of the Darkness Walk t-shirts
- Recognition as a program sponsor for AFSP Presentation and/or Mental Health Suicide Prevention Program
- 30 second mission moment to share during Berks County Walk Ceremony (pre-recorded)
- Walk Day Information/Exhibit Table (subject to application and terms of AFSP Tabling Agreement – if we have an in-person event)

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



BERKS COUNTY OUT OF THE DARKNESS 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:

<p>Donation:</p> <p><input type="checkbox"/> Platinum Level Sponsor Donate \$1,000</p> <p><input type="checkbox"/> Gold Level Sponsor Donate \$750</p> <p><input type="checkbox"/> Silver Level Sponsor Donate \$500</p> <p><input type="checkbox"/> Bronze Level Sponsor Donate \$250</p>	<p>OR</p>	<p>In-Kind:</p> <p>Product: _____</p> <p>OR Service: _____</p> <p>Fair Market Value (product or service): \$ _____</p> <p>Value Determined by _____</p>
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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
- 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): _____

Agreement and Logo Due by **Friday August 13, 2021**. Logo format for website & t-shirts (\$500 donation value and above): pdf, tif, jpeg, or eps.

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

Mail: Samantha Bruno, AFSP Area Director, 117 Ghaner Dr, State College, PA, 16803

Or upload signed form to www.afsp.org/walksponsors

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