

Walk to Fight Suicide

Out of the Darkness™
Community Walks:

2021 Sponsorship Opportunities

Bismarck Walk

afsp.org/Bismarck



Foundation
for Suicide
Prevention

OUT OF THE
DARKNESS
Community Walks



Dear Community Leader,

*Our community has always been the heart of the Out of the Darkness (OOTD) Walks, and your safety and wellbeing will always be our top priority. While we remain hopeful that we'll be able to gather in person once again this fall, we are closely monitoring CDC and local guidelines and will continue to share updates in the coming weeks and months. No matter what happens, the **American Foundation for Suicide Prevention (AFSP) remains dedicated to our mission to "save lives and bring hope to those affected by suicide"** and we are preparing for a meaningful and impactful 2021 OOTD Season with countless opportunities to connect, heal, and share stories. **Right now, support for mental health is more needed than ever before and we are asking you to join us in the fight to stop suicide.** With your help, the AFSP North Dakota Chapter can reach and serve more people in our community through our lifesaving programs and resources. Your support will bring suicide Out of the Darkness, create a culture that is smart about mental health, and inspire others to keep going.*

Why support the Bismarck Out of the Darkness Community Walk?

Suicide is a leading cause of death – and it is preventable. With your support, we'll be one step closer to achieving our bold goal of reducing the national suicide rate 20% by 2025.

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. Plus, 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 doesn't.²

The American Foundation for Suicide Prevention leads the fight against suicide.

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

Sponsor the Bismarck OOTD Walk and show our community that you're a voice for suicide prevention. We have a variety of sponsorship opportunities available. For information about sponsor levels and benefits, please see the enclosed **Sponsorship Opportunities & Benefits** packages and **Sponsor Agreement**.

As a local community partner, I hope you will support AFSP as we are in a pivotal time to make a difference and save lives. I look forward to discussing our 2021 sponsorship opportunities and benefits with you in more detail.

Together to Fight Suicide,

For more information, please contact:

Evelyn Alt,
Out of the Darkness Bismarck Walk
Walk Chairperson
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hill@westriv.com

Samantha Christopherson
Dakotas Area Director
American Foundation for Suicide Prevention
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¹ [2013 Cone Communications/Echo Global CSR Study](#)

² [Edelman goodpurpose® 2012](#)



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2021 Out of the Darkness Bismarck Community Walk Sponsorship Levels

Hope 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's name listed on the 2021 Bismarck Walk website that links to your company's website.
- Your company tagged on our Chapter's Facebook and Instagram accounts as proud sponsors

Prevention Sponsor | Donate \$500

Benefits Include:

- Hope level sponsorship benefits listed above
- Your logo listed on the walk website
- Your logo on the back of walker t-shirts.
- 2 complimentary Bismarck Walk t-shirts
- Opportunity to include promotional item in walker gift bags
- Your company's name listed in the event program
- Your company's name listed on all media announcements

Change Maker Sponsor | Donate \$1,000

Benefits Include:

- Hope & Prevention level sponsorship benefits listed above
- Your company recognized in announcements at event
- 4 complimentary Bismarck Walk T-shirts
- Your company listed as sponsor in 2 mailings of the Bismarck Walk eNewsletter.
- Sign at event listing your company as an event sponsor.
- One onsite presentation at your company's site about AFSP

Life Saver Sponsor | Donate \$2,500

Benefits Include:

- Hope, Prevention, & Change Maker level sponsorship benefits listed above
- 6 complimentary Bismarck Walk t-shirts
- Your company listed as sponsor in 4 mailings of the Bismarck Walk eNewsletter
- Your company announced as a sponsor at all Talk Saves Lives presentations delivered in Bismarck
- Walk Day Information/Exhibit Table (*subject to application and terms of AFSP Tabling Agreement*)



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Out of the Darkness Bismarck Community Walk 2021 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:

- **Live Saver Sponsor** | Donate \$2,500
- **Change Maker Sponsor** | Donate \$1,000
- **Prevention Sponsor** | Donate \$500
- **Hope Sponsor** | Donate \$250

OR

In-Kind Sponsorship:

Product: _____

OR Service: _____

Fair market Value* (product or service): \$ _____

Value Determined by: _____

**min*

Additional Options:

Call me, I am interested in forming a team for the walk

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 "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): _____

Completed & Signed Agreement with Logo Due by August 23rd, 2021

Logo Specifications: T- Logo Specifications (where applicable): T-shirt: Vector file (EPS, PS, PDF) format to ensure logo integrity. Website: Stacked logos appear best (max width 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 shirts and/or website as text, only.** Please email your logo to: schristopherson@afsp.org

Please sign and upload this agreement & logo to: www.afsp.org/walksponsors

If preferred, mail signed form with payment to: AFSP ND Chapter, P.O. Box 11295, Fargo, ND 58106

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