

Minot's Walk to Fight Suicide



2021 Minot Out of the Darkness Walk Sponsorship Opportunities

afsp.org/Minot



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.

We're moving forward with plans to host our Out of the Darkness Community Walks in person beginning fall 2021. The health and safety of our participants, staff and volunteers will be our top priorities as we make decisions about event details in your community, and we'll continue to offer options to participate online and in your neighborhood. Now, more than ever, it's important to be there for one another and take steps to safeguard our mental health and prevent suicide. Sponsor the 2021 Minot Out of the Darkness Walk today and be part of the movement uniting #TogetherToFightSuicide. We are a strong and resilient community, united in our effort to fight suicide, raise awareness, educate, support those who have lost loved ones, and support those with lived experience. We use our voices and share our stories to provide hope, because we are and always will be #TogetherToFightSuicide.

Partner with us as an event sponsor for the 2021 Minot *Out of the Darkness* Walk, taking place on September 19, 2021 at Oak Park under Shelter #7.

Why support the Minot *Out of the Darkness* 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 suicide rate 20% by 2025.

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.¹

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.²

Sponsor the Minot Out of the Darkness Community Walk 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 *Out of the Darkness* Walks 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. We welcome calls, texts, or emails to arrange times to discuss Sponsorship.

For more information, please contact:

Cellest Hofer, Walk Co-Chair
North Dakota Chapter
Out of the Darkness Minot Walk
701-720-5064
minotootd@gmail.com

Twyla Hofer, Walk Co-Chair
North Dakota Chapter
Out of the Darkness Minot Walk
701-720-1144

¹ [2013 Cone Communications/Echo Global CSR Study](#)

² [Edelman goodpurpose® 2012](#)



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OUT OF THE DARKNESS MINOT 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.
- A tax-deductible donation & donation receipt.
- Your company’s name listed on the 2021 Minot Community Walk website and Walk T-shirts.
- Sign at event listing your company as an event sponsor.

“Prevention” Sponsor | Donate \$500

Benefits Include:

- Hope level sponsorship benefits listed above
- Your logo on the back of walker t-shirts. The Minot Walk has over 500 walkers!
- Your logo on the Minot Out of the Darkness website that links to your company’s website.
- 2 complimentary Minot Out of the Darkness Walk T-shirts
- Donation recognized on Social Media sites

“Change Maker” Sponsor | Donate \$1,000

Benefits Include:

- Prevention and Hope level sponsorship benefits listed above
- Your company recognized in announcements at event.
- 3 complimentary Minot Out of the Darkness Walk T-shirts
- Opportunity to include promotional item or company coupon at the event
- Your company listed as sponsor in 2 mailings of Minot Community Walk eNewsletter.

“Life Saver” Sponsor | Donate \$1,500

Benefits Include:

- Hope, Prevention, & Change Maker level sponsorship benefits listed above
- 4 complimentary Minot Out of the Darkness Walk T-shirts
- Your company listed as sponsor in 4 mailings of Minot Community Walk eNewsletter
- Opportunity to have a table for your company to display products/services at the walk
- One onsite presentation at your company’s site about AFSP



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OUT OF THE DARKNESS MINOT 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:

<p>Cash Sponsorship:</p> <p><input type="checkbox"/> Hope Level Sponsor Donate \$250</p> <p><input type="checkbox"/> Prevention Level Sponsor Donate \$500</p> <p><input type="checkbox"/> Change Maker Level Sponsor Donate \$1,000</p> <p><input type="checkbox"/> Life Saver Level Sponsor Donate \$1,500</p>

OR

<p>In-Kind Sponsorship:</p> <p>Product: _____</p> <p>OR Service: _____</p> <p>Fair market Value* (product or service): \$ _____</p> <p>Value Determined by: _____</p> <p><small>*min</small></p>

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 Payable to; **AFSP** 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 8th, 2021.

Logo Specifications: 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 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 scan and email or mail this agreement, logo, & Website link to:

Email: minotootd@gmail.com | **Mail:** AFSP Minot Committee, 1015 South Broadway, Suite 21A, Minot, ND 58701
OR sign and upload this agreement & logo to: www.afsp.org/walksponsors