

Walk to Fight Suicide

Out of the Darkness™
Community Walks:

Sponsorship Opportunities

Fort Collins Out of the Darkness Walk

[Afsp.org/fortcollins](https://afsp.org/fortcollins)

Date: September 12, 2021

Location: Spring Canyon Park – Veterans Plaza

Event Time: 10:00 am - 12:00 pm



American
Foundation
for Suicide
Prevention





**American
Foundation
for Suicide
Prevention**

Colorado



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 2021 Fort Collins *Out of the Darkness* Walk, taking place on **September 12th, 2021** as part of the [2021 Fort Collins Walk](#). **Why support the Fort Collins *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 supporters are passionate about 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 [2021 Fort Collins 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.

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

For more information, please contact:

Jo Anna DeMarrais
AFSP Colorado Chapter Board Member
2021 Fort Collins Out of the Darkness Walk Chair
303.807.6440
afspnoco@gmail.com

Together to **Save Lives** and **Bring Hope** to Those Affected by Suicide!
Together to Honor a Loved One!
Together to Fight Suicide!

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

² [Edelman goodpurpose® 2012](#)



SPONSORSHIP OPPORTUNITIES & BENEFITS

FORT COLLINS OUT OF THE DARKNESS WALK Date: September 12, 2021 Location: Spring Canyon Park – Veterans Plaza 2626 West Horsetooth Road Event Time: 10:00 am - 12:00 pm		Platinum Level Sponsor \$750+	Gold Level Sponsor \$500	Silver Level Sponsor \$250	Bronze Level Sponsor \$150
SPONSOR BENEFITS	Opportunity to display Sponsor Banner at the event <small>(sponsor-provided)</small>	✓			
	Opportunity to have Walk Day Information/Exhibit Table* <small>(*subject to AFSP Event Day Terms and Conditions – please inquire with walk chair)</small>	✓	✓		
	Your company logo on the Fort Collins Walk website afsp.org/fortcollins that links to your company's website	✓	✓		
	Your sponsor logo on the back of Fort Collins walker t-shirts	✓	✓	✓	
	Opportunity to include promotional item at the Fort Collins Walk	✓	✓	✓	
	The opportunity to support the nation's leading non-profit 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.	✓	✓	✓	✓
	A tax-deductible donation & donation receipt	✓	✓	✓	✓
	Your company name on the 2021 Fort Collins Walk website afsp.org/fortcollins	✓	✓	✓	✓
	Sponsor is recognized in announcements at the event	✓			✓



Together to **Save Lives** and **Bring Hope** to Those Affected by Suicide!
 Together to Honor a Loved One!
 Together to Fight Suicide!

Support the American Foundation for Suicide Prevention!
 Sponsor the Fort Collins Walk Today! afsp.org/fortcollins

Always In Our Hearts

Please note logo placement opportunities on printed items are subject to production deadlines
 AFSP reserves the right to substitute any benefits listed for a benefit of equal value



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**FORT COLLINS OUT OF THE DARKNESS WALK
2021 SPONSORSHIP AGREEMENT
(9.12.21 SPRING CANYON PARK – VETERANS PLAZA)**

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:

- Platinum Level Sponsor | Donate \$750+**
- Gold Level Sponsor | Donate \$500**
- Silver Level Sponsor | Donate \$250**
- Bronze Level Sponsor | Donate \$150**

OR

In-Kind Sponsorship: (to help save costs for AFSP)

Product: _____

OR Service: _____

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

Value Determined by: _____

**Value must be greater than or equal to minimum sponsor level cash amount to qualify for sponsor benefits*

Additional Options:

- Call me, I am interested in forming a team for the event
- 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. (*Event Day Information/Exhibit Table subject to AFSP Event Day Terms and Conditions – please inquire with event chair)*

Authorized Signature: _____

Date: _____

Method of Payment:

- Check Enclosed (made payable to AFSP w/ memo: **Fort Collins**)
- Call me to process payment via phone
Credit Card: AMEX Visa Mastercard Discover
CARD NO. _____

EXP. DATE: _____ CVV: _____ BILLING ZIP: _____

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

- Invoice Required to Process Payment

Completed & Signed Agreement with Logo Due **by August 6, 2021**

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 image files (jpg, 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 sign and return this agreement, logo, & payment to:

Email: afspnoco@gmail.com | 828 Brookedge Drive Fort Collins, CO 80525

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