**Walk to Fight Suicide**

# Out of the Darkness™ Community Walks:

 **Sponsorship Opportunities**

**Greater Ithaca Out of the Darkness**

**Community Walk**

**afsp.org/ ithaca ** 

**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 Greater Ithaca Out of the Darkness Community Walk taking place on *Saturday September 18, 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 a loved one, and support those with lived experience.
* We remain dedicated to providing communities throughout the Greater Central NY region 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 are confident that with your help we can reach more people than ever before.

**Why support the Out of the Darkness Walk and AFSP?**

Suicide is a leading cause of death – and it is preventable. With your support, we will be one step closer to achieving our bold goal of reducing the suicide rate 20% by 2025. Funds raised from the Greater Ithaca Out of the Darkness Walk allow us to fund research, create educational programs, advocate for public policy, and support survivors of loss, including here in the Greater Central NY area. If you are interested in having these funds invested in your workplace through programs and materials, please contact us. **To register as a team, visit** [afsp.org/ithaca](https://afsp.donordrive.com/index.cfm?fuseaction=donorDrive.event&eventID=7621)**.**

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

Greater Central New York is #TogetherToFightSuicide.

In HOPE,

Crystal Howser and Amber Parker, Walk Chairs

(607)351-7911

Smiley21898@aol.com

Karen Heisig, Associate Area Director

Greater Central NY

(315)664-0346

kheisig@afsp.org

**Greater Ithaca Out of the Darkness Community Walk**

**Sponsorship Levels**

**Heroes of Hope Sponsor** | Gift of $1500

* **Partners for Prevention** benefits plus:
* Custom made HOPE plaque with walk name and date recognizing your business
* Check presentation photo to be shared in **press release** in addition to social media and email
* Customized benefit: *Work with Walk Chair and Associate Area Director to determine a meaningful Sponsor benefit*
* 2 additional complimentary Greater Ithaca Walk t-shirts (8 total)

**Partners for Prevention Sponsor** | Gift of $1000

* **Champions for Change** benefits plus:
* Recognition as sponsor of [International Survivors of Suicide Loss Day](https://afsp.org/international-survivors-of-suicide-loss-day) on November 20, 2021
* Your company name and logo shared during pre-event social media posts and participant emails in September, linking to your page/website
* Check presentation photo to be shared on Chapter social media and Chapter email
* 2 additional complimentary Greater Ithaca Walk t-shirts (6 total)

**Champions for Change Sponsor** | Gift of $750

* **Lifesaver** benefits plus:
* Company logo on [Facebook event page](https://www.facebook.com/events/449978672909799) and [Walk registration page](https://afsp.donordrive.com/index.cfm?fuseaction=donorDrive.event&eventID=7542) (with link to your website)
* Special recognition during Opening Ceremony at event
* Two “Sponsored by” **Talk Saves Lives** programs
* 2 additional complimentary Greater Ithaca Walk t-shirts (4 total)

**Lifesaver Sponsor** | Gift of $500

* **Signs Matter** benefits plus:
* Company logo on event banner
* Company logo on [Walk registration page](https://afsp.donordrive.com/index.cfm?fuseaction=donorDrive.event&eventID=7542)
* A “Sponsored by” [**Talk Saves Lives**](https://afsp.org/talk-saves-lives) community program in Chapter area with company name and logo on promotional materials (*work with Associate Area Director to schedule)*

**Signs Matter Sponsor** | Gift of $250

* Tax-deductible donation & donation receipt
* AFSP Proud Supporter window decal for your business
* Your logo on the back of walker t-shirts
* 2 complimentary Greater Ithaca Walk t-shirts

#### **Greater Ithaca Out of the Darkness 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:*** **Heroes of Hope |** Gift of $1500
* **Partners for Prevention |** Gift of $1000
* **Champions for Change |** Gift of $750
* **Lifesaver |** Gift of $500
* **Signs Matter** | Gift of $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 □ Call me to process payment via phone

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 15, 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 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 sign and upload this agreement & logo to: [www.afsp.org/walksponsors](http://www.afsp.org/walksponsors)

***If preferred, email to:*** ***smiley21898@aol.com*** ***or mail signed form with payment to: AFSP CNY, P.O. Box 74, Freeville, NY 13068***

**In-Kind Gift Confirmation**

Please provide the following information:

Walk Location Supporting (City, State)

Product Description

Fair Market Value ($ amount/product amount)
Value Determined By

Donor Company

Donor Address

City State Zip

Phone ( ) Fax ( ) Email

Contact Person

Title

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, certify that to the best of my knowledge, the information above is true, correct, and complete.

Authorized Signature Date

**PLEASE FAX, MAIL, or EMAIL THIS AGREEMENT TO:**

**American Foundation for Suicide Prevention (AFSP)**

**199 Water Street, 11th Floor**

**New York, NY 10038**

**Phone: 888-333-AFSP (2377) \* Fax: 212-363-6237 \* Email: DataEntry@afsp.org**

***IRS/Tax Deduction Information:***

*AFSP will furnish the donor with an acknowledgment letter after the delivery and/or provision of the in-kind gift. This receipt can reflect a dollar value for the in-kind gift as communicated to AFSP by the donor using this form. Any transfer documentation that will help to describe and evaluate the gift in-kind will be appreciated. The donor assumes all other responsibilities relating to the tax deductibility of this contribution. The donor should consult professional advisors regarding any tax reporting requirements.*

**Due to the high volume of donations AFSP receives both in the mail and on the day of the walks, please allow 2-3 weeks from the date that the donation is received to post to your account. If you do not see your donation within this time frame, please email** **DataEntry@afsp.org****.**

