

Together To Fight Suicide

Out of the Darkness™ Community Walks 2021: Sponsorship Opportunities

CAPITAL REGION NY (CRNY)
OUT OF THE DARKNESS WALKS

Find Your Local Community Walk:
afsp.org/capitalregiontogether



American
Foundation
for Suicide
Prevention



Together to Fight Suicide

afsp.org/CapitalRegionTogether



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April 8, 2021

Dear Friend and Community Leader,

While AFSP's Capital Region NY (CRNY) Out of the Darkness Community Walks may still look different this year, our mission to **Save Lives and Bring Hope to Those Affected by Suicide** has not changed.

Though there are many unknowns, there are two things we know for sure:

- We remain dedicated to providing communities across Northeastern NY 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 2021 CRNY Out of the Darkness Community Walks?

We realize that nothing can substitute the experience of coming together in person, and we will continue to seek ways in which we can do that safely. This Fall we will host local Community Walks (*in-person, as allowed*) in 4 cities and then come together for one statewide virtual "Celebration of Hope" event on Saturday, November 6th. We will use our voices and share our stories to fight suicide, raise awareness, educate our communities, support those who have lost loved ones, and support those with lived experience. [Become a sponsor and become a voice for suicide prevention.](#)

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

Funds raised from the CRNY Out of the Darkness Community Walks 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:

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Area Director
AFSP Capital Region NY
518-791-1544
sgoldmeier@afsp.org

OR

Dan Egan
Board Chair
AFSP Capital Region NY
518-376-0101
degan@albany.edu

Enclosures

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

² [Edelman goodpurpose® 2012](#)



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2021 Sponsorship Opportunities

CAPITAL REGION NY (CRNY) OUT OF THE DARKNESS COMMUNITY WALKS 2021 SPONSORSHIP LEVELS

CHAPTERWIDE Sponsor | Donate \$20,000

Sponsorship for all 4 walks + '23 Hike for Hope:

Capital Region Walk for R.I.T.A. (Saratoga), Schenectady Walk, North Country Walk, Columbia-Greene Walk and '23 Cody's Climb-Hike4Hope

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.



Pre-Event Benefits:

- Named "Presenting Sponsor" in ALL statewide & all community marketing (*includes press release*)
- LOGO included on ALL community registration pages with a link to your website
- Dedicated e-newsletter to Chapter database to highlight involvement
- Recognition via social media announcement on Chapter accounts (*Facebook, Twitter + Instagram*)
- LOGO placement in pre-event email announcement to ALL registered participants
- CUSTOM "Together to Fight Suicide" yard sign printed & mailed to sponsor

Event-Day Benefits:

- 20 complimentary event t-shirts (4 to each event – or 20 to a single event)
- Check presentation & speaking time during statewide virtual community walk event (*recorded*)
- Opportunity to include company promotional item (if live event resource bags) at all 5 Events

Post-Event Benefits:

- LOGO included in post-event email announcement to ALL registered participants
- Named 2021 *International Survivors of Suicide Loss Day* sponsor (*taking place on November 20, 2021*)
- 1 educational presentation for your group about AFSP and mental health (*on-site or virtual*)
- Tax-deductible donation & donation receipt
- ROI meeting upon completion of event

****Sponsor levels are for at least ONE community walk
(see each sponsor level below for details).****

Looking for other options?

Let us design a customized sponsor package that best suits your needs or your business or organization.

LIFESAVER Sponsor | Donate \$10,000

Benefits Include:

- All BRONZE + SILVER + GOLD + PLATINUM Sponsorships Benefits Listed Below**
- 10 complimentary event t-shirts (and Logo on shirts for all 4 Community walks)
- 5-minute message during statewide virtual event (*recorded*)
- Named "Lifesaver Sponsor" in selected community marketing (*includes press release*)
- Named "Program Sponsor" of 1 AFSP educational event in Fiscal Year 22 (*TBD*)
- Sponsor banner prominently displayed at **all 4** community walks (Provided by sponsor)



2021 Sponsorship Opportunities

PLATINUM Sponsor | Donate \$5,000

Benefits Include:

- ☑ **All BRONZE + SILVER + GOLD Sponsorships Benefits Listed Below**
- ☑ 8 complimentary event t-shirts
- ☑ 3-minute air-time during statewide virtual event (*recorded*)
- ☑ Recognition during selected community promotions (*television, radio, etc.*)
- ☑ Opportunity to co-host National Suicide Prevention Week activity (*September 5-11, 2021*)
- ☑ ROI meeting upon completion of event
- ☑ Sponsor recognition is walk press releases
- ☑ Opportunity to include company promotional item (if live event resource bags) at **all 4** walks
- ☑ Sponsor banner prominently displayed at **choice of THREE** community walks (Provided by sponsor)

GOLD Sponsor | Donate \$2,500

Benefits Include:

- ☑ **All BRONZE + SILVER Sponsorships Benefits Listed Below**
- ☑ 6 complimentary event t-shirts
- ☑ 2-minute air-time during statewide virtual event (*recorded*)
- ☑ Profile in e-newsletter to Chapter database
- ☑ Opportunity to include company promotional item (if live event resource bags) at choice of **up to 3** walks
- ☑ Sponsor banner prominently displayed at **choice of TWO** community walks (Provided by sponsor)

SILVER Sponsor | Donate \$1,000

Benefits Include:

- ☑ **All BRONZE Sponsorships Benefits Listed Below**
- ☑ 4 complimentary event t-shirts
- ☑ 1-minute air-time during statewide virtual event (*recorded*)
- ☑ LOGO included in email announcement to registered participants in selected community
- ☑ Recognition via social media announcement on Chapter accounts (*Facebook, Twitter + Instagram*)
- ☑ 1 educational presentation of choice for Sponsor about AFSP and mental health (*on-site or virtual*)
- ☑ Opportunity to include company promotional item (if live event resource bags) at choice of **up to 2** walks
- ☑ Sponsor banner prominently displayed at **choice** community walk (Provided by sponsor)

BRONZE Sponsor | Donate \$500

Benefits Include:

- ☑ **All COPPER Sponsorship Benefits listed Below**
- ☑ LOGO included on selected community registration page with a link to your website
- ☑ Opportunity to include company promotional item (if live event resource bags) at choice of **single walk**.
- ☑ Opportunity to participate in tabling (*subject to terms of AFSP Tabling Agreement*)
- ☑ 2 complimentary event t-shirts

COPPER Sponsor | Donate \$250

Benefits Include:

- ☑ **All SIGN Sponsor Benefits Listed Below**
- ☑ Tax-deductible donation & donation receipt
- ☑ NAME listed on selected community registration page
- ☑ Logo on T-shirt for **ONE** Chosen Walk
- ☑ 1 complimentary event t-shirts

SIGN Sponsor | Donate \$150

Benefits Include:

- ☑ One sign along the walk route of **ONE** Chosen Walk
- ☑ Verbal acknowledgements at live & virtual events
- ☑ Proud Supporter Window decal for your business
- ☑ CUSTOM "Together to Fight Suicide" yard sign to be used at event of sponsor choice



2021 Sponsorship Agreement

CAPITAL REGION NY OUT OF THE DARKNESS COMMUNITY WALKS

Please Print

Name/Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Phone: _____ Email: _____

Company Website Address: _____

WHICH WALK(S) – R.I.T.A., Schenectady [SCH], Columbia-Greene [C-G] and/or NORTH COUNTRY [NC]

R.I.T.A. _____ SCH _____ C-G _____ NC _____

Please select one of the two sponsorship options

Sponsorship Level:

- Chapterwide Level Sponsor | Donate \$20,000
- Lifesaver Level Sponsor | Donate \$10,000
- Platinum Level Sponsor | Donate \$5,000
- Gold Level Sponsor | Donate \$2,500
- Silver Level Sponsor | Donate \$1,000
- Bronze Level Sponsor | Donate \$500
- Copper Level Sponsor | Donate \$250
- Sign Level Sponsor | Donate \$150

OR

In Kind Sponsorship (Product or Service)

Product _____

Or Service _____

Fair Market Value** (of product or service) \$ _____

Value Determined by: _____

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

Additional Options:

- Call me, I am interested in forming a team.
- Unable to sponsor, but please accept this donation \$ _____
- Referred by (if someone referred you to us, please let us know): _____

Authorized Signature: _____ Date: _____

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.

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): _____

Logo Specifications (where applicable): Stacked logos appear best (max width for website 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 website as text, only.**

Please sign and **upload** this agreement & logo by **AUGUST 22, 2021** to: www.afsp.org/walksponsors

If preferred, mail signed form with payment to: AFSP CRNY – P.O. Box 486 East Greenbush, NY 12061

QUESTIONS? Email Sandra Goldmeer, Area Director, at sgoldmeer@afsp.org

