

Walk to Fight Suicide

Out of the Darkness™
Community Walks:

Sponsorship Opportunities

Black Hills Walk

afsp.org/BlackHills



Foundation
for Suicide
Prevention

OUT OF THE
DARKNESS
Community Walks



**American
Foundation
for Suicide
Prevention**



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 Black Hills *Out of the Darkness* Walk, taking place on Saturday, September 18th, 2021 as we raise awareness for mental health and suicide prevention.

Why support the Black Hills *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 first chance for passionate supporters of the cause with an estimated 78% online registrants indicating a personal investment in suicide awareness and goodwill goes along way: 91% of local consumers are likely to switch to one associated with a good cause.

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 Black Hills 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. You will receive a phone call in the next several weeks to answer any questions you may have.

For more information contact Chairpersons:

Joy Cox
605-390-8775
JoyCox58@hotmail.com

Mary Ann Reed
605-431-6450
Country_gal9@hotmail.com

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

² [Edelman goodpurpose® 2012](#)



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Black Hills Out of the Darkness Community Walk Sponsorship Levels

Jewel Cave Sponsor | Donate \$250

Benefits Include:

- Tax-deductible donation & donation receipt
- Your company name on the Black Hills Walk website.
- Your company's logo on the Black Hills Walk T-shirt
- Your company announced on Social Media posts

Mount Rushmore Sponsor | Donate \$500

Benefits Include:

- Jewel Cave level sponsor benefits listed above.
- Your logo on the 2021 Black Hills website that links to your company's website.
- 2 complimentary Black Hills Walk t-shirts
- Walk Day Information/Exhibit Table (subject to application and terms of AFSP tabling Agreement)

Crazy Horse Sponsor | Donate \$700

Benefits Include:

- Jewel Cave and Mount Rushmore level sponsorship benefits listed above
- Your company recognized in announcements at event.
- 4 complimentary Black Hills T-shirts
- Your company listed as sponsor in 2 mailings of Black Hills Walk eNewsletter.
- Sign at event listing your company as an event sponsor.

Black Elk Peek Sponsor | Donate \$1,000

Benefits Include:

- Jewel Cave, Mount Rushmore, and Crazy Horse level sponsorship benefits listed above
- 6 complimentary Black Hills Walk t-shirts
- Your company listed as sponsor in 4 mailings of Black Hills Walk eNewsletter.
- One onsite presentation at your company's site about AFSP



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Out of the Darkness Black Hills 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:

- **Jewel Cave Level Sponsor** | Donate \$250
- **Mount Rushmore Level Sponsor** | Donate \$500
- **Crazy Horse Level Sponsor** | Donate \$700
- **Black Elk Peek Level Sponsor** | Donate \$1,000

OR

In-Kind Sponsorship:

Product: _____

OR Service: _____

Fair market Value* (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 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 Friday August 9th, 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

If preferred, mail signed form with payment to: AFSP SD Chapter, P.O. Box 11295, Fargo, ND 58106 and logos can be emailed to schristopherson@afsp.org

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