



Walk to Fight Suicide

**Williston
Out of the Darkness**

2021 Sponsorship Opportunities

afsp.org/Williston

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.

Why support the Williston Out of the Darkness Community Walk?

More than 47,000 Americans die by suicide each year and it is the 9th leading cause of death in North Dakota. AFSP has officially launched Project 2025, a targeted effort to reduce the annual suicide rate 20% by the year 2025; with your help, we are confident that we will reach our goal. It is a bold initiative but without being bold, we won't save lives.

You can help make an impact by supporting the North Dakota Chapter of AFSP and sponsoring the Williston Out of the Darkness Community Walk. This year, the walk will take place on Saturday, September 18th, 2021 at Spring Lake Park's Keel Boat.

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

In 2020, over 125 walkers and supporters joined together raising more than \$31,000 to build awareness about mental health and suicide prevention. This was not possible without the support of participants and donors but more importantly, corporate partners. The money raised enables AFSP to fund research, create educational programs, advocate for public policy, and support survivors of suicide loss throughout North Dakota and across the nation.

Locally, we are currently forming an education committee which will be available to facilitate even more prevention education programs to various groups including schools, churches, and businesses. Sponsor dollars also supports Healing Conversations; A personal program for those who have lost a person to suicide and other resources.

Sponsor the Williston OOTD Walk and show our community that you're a voice for suicide prevention. We have a variety of sponsorship opportunities available. For information about sponsor levels and benefits, please see the enclosed **Sponsorship Opportunities & Benefits** packages and **Sponsor Agreement**. As a local community partner, I hope you will support AFSP as we are in a pivotal time to make a difference and save lives. I look forward to discussing our 2021 sponsorship opportunities and benefits with you in more detail.

Together to Fight Suicide,

For more information, please contact:

Tarren Rehak, Walk Chairperson
North Dakota AFSP Chapter
Out of the Darkness Williston Walk
701-770-7891
tarren.rehak@willistonschools.org

Enclosures

¹ [2013 Cone Communications/Echo Global CSR Study](#)
[Edelman goodpurpose® 2012](#)



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Out of the Darkness Williston Community Walk Sponsorship Levels

Hope Sponsor | Donate \$250

Includes:

- 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.
- Tax-deductible donation & donation receipt
- Your company's name listed in event program
- Your company's name listed in text on the Williston Walk website.

Prevention Sponsor | Donate \$500

Includes:

- Hope sponsorship benefits listed above
- Your logo on the back of walker t-shirts. The Williston Out of the Darkness Walk has over 250 Walkers!
- 2 complimentary Williston Out of the Darkness Walk t-shirts
- Opportunity to include promotional item in walker gift bags
- Your company's name and contact information listed in event program.

Change Maker Sponsor | Donate \$1,000

Includes:

- Hope & Prevention level sponsorship benefits listed above
- Your company recognized in announcements at event.
- 4 complimentary Williston Out of the Darkness Walk T-shirts
- Your company listed as sponsor in 2 mailings of Williston Out of the Darkness Walk eNewsletter.
- Sign at event listing your company as an event sponsor.

Life Saver Sponsor | Donate \$1,500

Includes:

- Hope, Prevention, and Change Maker sponsorship benefits listed above
- 8 complimentary Williston Out of the Darkness Walk t-shirts
- Your company listed as sponsor in 4 mailings of Williston Out of the Darkness Walk eNewsletter.
- One onsite presentation at your company's site about AFSP



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Out of the Darkness Williston 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:

- **Life Saver Sponsor** | Donate \$1,500
- **Change Maker Sponsor** | Donate \$1,000
- **Prevention Sponsor** | Donate \$500
- **Hope Sponsor** | Donate \$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
- 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 Monday, 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 ND Chapter, P.O. Box 11295, Fargo, ND 58106 and email your logo to Schristopherson@afsp.org

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