

# Community

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**We are a diverse community made stronger by our common determination to stop suicide.**



**American  
Foundation  
for Suicide  
Prevention**

**Dear Friend and Community Leader,**

Suicide is a major public health concern. In the United States, 47,511 people died by suicide in 2019, and another 1.38 million Americans attempted to take their life (most recent statistics from the Center of Disease Control). On average, a Marylander dies by suicide every 13 hours. In addition, 79.4% of communities did not have enough mental health providers to serve residents in 2020.

While these data are alarming, suicide is a health crisis that is preventable. To address the increasing need for mental health awareness and suicide prevention efforts in our state, the Maryland Chapter of the American Foundation for Suicide Prevention (AFSP) works in partnership with businesses and community groups to **help save lives and bring hope to those affected by suicide.**

Over the last 10 years, the AFSP has grown from a grassroots network of researchers and volunteers into a national movement of chapters across all 50 states. AFSP is the largest private funder of suicide research. Because we have built the infrastructure to deliver evidence-based programs to local communities across the country, our work impacts millions of people. We are consistently ranked as one of the best charities for mental health, and we are powered by everyday heroes like our volunteers, donors, community partners, and sponsors.

We invite you to partner with the AFSP Maryland Chapter by sponsoring the annual **Mid-Shore Out of the Darkness Walk taking place September 25, 2021, at Idlewild Park in Easton.** As a sponsor, you will fund programs educating Marylanders about suicide prevention, support those who have lost a loved one to suicide, and provide resource materials for schools, churches, local community groups, and workplaces across the state. Your funding will help create a **culture that is smart about mental health and suicide across all communities.**

Please review the sponsorship opportunities outlined in this packet. We would welcome the opportunity to discuss and customize our sponsor levels to meet your giving parameters and organizational priorities. We look forward to partnering with your organization to save lives and bring hope to Maryland.

In Hope,

*Kat Olbrich*

Maryland and Delaware Area Director  
kolbrich@afsp.org | 202-770-8973



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## SPONSORSHIP OPPORTUNITIES

### 2021 MID-SHORE OUT OF THE DARKNESS WALK

#### Mid-Shore Community Lifesaver | Donate \$5,000

- ☑ The opportunity to support the nation's leading non-profit organization dedicated to preventing suicide through research, education, advocacy, and to providing support to those impacted by suicide.
  - ☑ **A spotlight article about your organization's support for AFSP that will be emailed to 10,000 subscribers and shared on our social media with over 10,000 followers (word count max. 1000)**
  - ☑ 8 complimentary walk t-shirts
  - ☑ All Bronze, Silver, Gold, and Platinum Lifesaver benefits
- YOUR IMPACT: Provide licenses for SafeSide, a video-based training, for 2 primary health care provider offices. The program involves expert instruction combined with skill demonstrations to teach clear, practical actions that physicians can take when a patient is at risk for suicide.**

#### Mid-Shore Platinum Lifesaver | Donate \$2,500

- ☑ **Your logo on all 11 Maryland Out of the Darkness Walk t-shirts** (Deadline: August 13, 2021).
  - ☑ 6 complimentary walk t-shirts
  - ☑ All Bronze, Silver, and Gold Lifesaver benefits
- YOUR IMPACT: Suicide Bereavement Training for 300 clinicians. The training strengthens clinical professionals' understanding of the unique needs of people bereaved by suicide.**

#### Mid-Shore Gold Lifesaver | Donate \$1,000

- ☑ **Banner (4'x6')** displayed at the walk recognizing your organization as a supporter of the 2021 Mid-Shore Out of the Darkness Walk (Deadline: August 27, 2021)
  - ☑ 4 complimentary walk t-shirts
  - ☑ All Bronze and Silver Lifesaver benefits
- YOUR IMPACT: A Mental Health First Aid training for 30 people. The eight-hour training teaches participants a five-step action plan to help someone during a mental health crisis.**

#### Mid-Shore Silver Lifesaver | Donate \$500

- ☑ **Your logo on the Mid-Shore Out of the Darkness Walk Website ([afsp.org/midshoremid](https://afsp.org/midshoremid)) that links to your organization's website**
  - ☑ **Your logo on the back of the official Mid-Shore Out of the Darkness walk t-shirt** (Deadline: August 27, 2021)
  - ☑ 2 complimentary walk t-shirts
  - ☑ All Bronze Lifesaver benefits
- YOUR IMPACT: Provide AFSP's It's Real Documentary to 6 High Schools or Colleges. A program designed to raise awareness about mental health, intended to encourage students to seek help.**

#### Mid-Shore Bronze Lifesaver | Donate \$250

- ☑ **A tax-deductible donation & donation receipt**
  - ☑ **Social Media Recognition for your company through the AFSP Maryland Chapter Social Media Outlets @afspmaryland - 10,000 plus followers**
- YOUR IMPACT: Fund 40 Gizmo's Pawsome Mental Health Guide Books. The guide introduces mental health and wellness, and how to care for one's mental health to youth ages 5-11.**



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## MID-SHORE OUT OF THE DARKNESS 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:**

- Mid-Shore Community Lifesaver | Donate \$5,000
- Mid-Shore Platinum Lifesaver | Donate \$2,500
- Mid-Shore Gold Lifesaver | Donate \$1,000
- Mid-Shore Silver Lifesaver | Donate \$500
- Mid-Shore Bronze Lifesaver | Donate \$250

**In-Kind Sponsorship:**

Product: \_\_\_\_\_

**OR**

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 August 27, 2021**

**Logo Specifications:** 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 (.jpeg, .png).

**Please scan and email or mail this agreement, logo, & Website link to:**

**Email:** kolbrich@afsp.org | **Mail:** AFSP Maryland, ATTN: OOTD WALKS, P.O. Box 169, Annapolis, MD 21404

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