

Community

/kə'myŋənədə/

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 **Frederick Out of the Darkness Walk taking place October 16, 2021, at Baker Park.** 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



SPONSORSHIP OPPORTUNITIES

2021 FREDERICK OUT OF THE DARKNESS WALK

Frederick Community Lifesaver | Donate \$10,000

- A spotlight article or video about your organization's support for AFSP that will be emailed to 10,000 subscribers and shared on social media to 10,000 followers (max. 1,000 words / 10 minutes)
- 10 complimentary walk t-shirts
- All Bronze, Silver, Gold, Platinum, and Diamond Lifesaver benefits

YOUR IMPACT: 1 Applied Suicide Interventions Skill Training: a two-day training teaching 30 participants risk factors and warning signs for suicide, skilled intervention, and how to develop a safety plan to keep someone alive. Plus 2 Soul Shop Workshops for Faith-Based Leaders: a one-day training workshop designed to equip clergy, staff, lay pastors, and faith-based clinicians with the resources and guidance they need to foster hope and healing in their community.

Frederick Diamond Lifesaver | Donate \$5,000

- Your logo as title sponsor on all (min. of 12 per year) Talk Saves Lives Education Presentations that are open to the general community - up to 100 participants per presentation
- 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.

Frederick 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.

Frederick Gold Lifesaver | Donate \$1,000

- A Banner (4'x6') displayed during the 5 hour walk event recognizing your organization as a supporter of the 2021 Frederick Out of the Darkness Walk
- 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.

Frederick Silver Lifesaver | Donate \$500

- Your logo on the Frederick Out of the Darkness Walk Website (afsp.org/Frederick) that links to your organization's website
- Your logo on the back of the Frederick Out of the Darkness t-shirt (Deadline: September 17, 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.

Frederick Bronze Lifesaver | Donate \$250

- A tax-deductible donation & donation receipt
- Social Media Recognition for your company on all 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.



FREDERICK 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:

- Frederick Community Lifesaver | Donate \$10,000
- Frederick Diamond Lifesaver | Donate \$5,000
- Frederick Platinum Lifesaver | Donate \$2,500
- Frederick Gold Lifesaver | Donate \$1,000
- Frederick Silver Lifesaver | Donate \$500
- Frederick Bronze Lifesaver | 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 September 17, 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!