



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 Fremont County *Out of the Darkness* Walk, taking place on **September 25th, 2021** at Centennial Park, 221 Griffin Ave. Canon City, Colorado (also known as Duck Park) as part of the [***2021 Fremont County Walk***](https://afsp.donordrive.com/index.cfm?fuseaction=donorDrive.event&eventID=7763)***.***  **Why support the Fremont County *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 supporters are passionate about the cause, with 78% of online registrants indicating a personal investment in suicide prevention. And goodwill goes a long way: 91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality.[[1]](#footnote-1) .

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]](#footnote-2)

Sponsor the [***2021 Fremont County Walk***](https://afsp.donordrive.com/index.cfm?fuseaction=donorDrive.event&eventID=7763) 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.

For more information, please contact:

Jessica Cobler, Fremont County OOTD Walk Chair Brenda McDermott, OOTD Walk Co-Chair

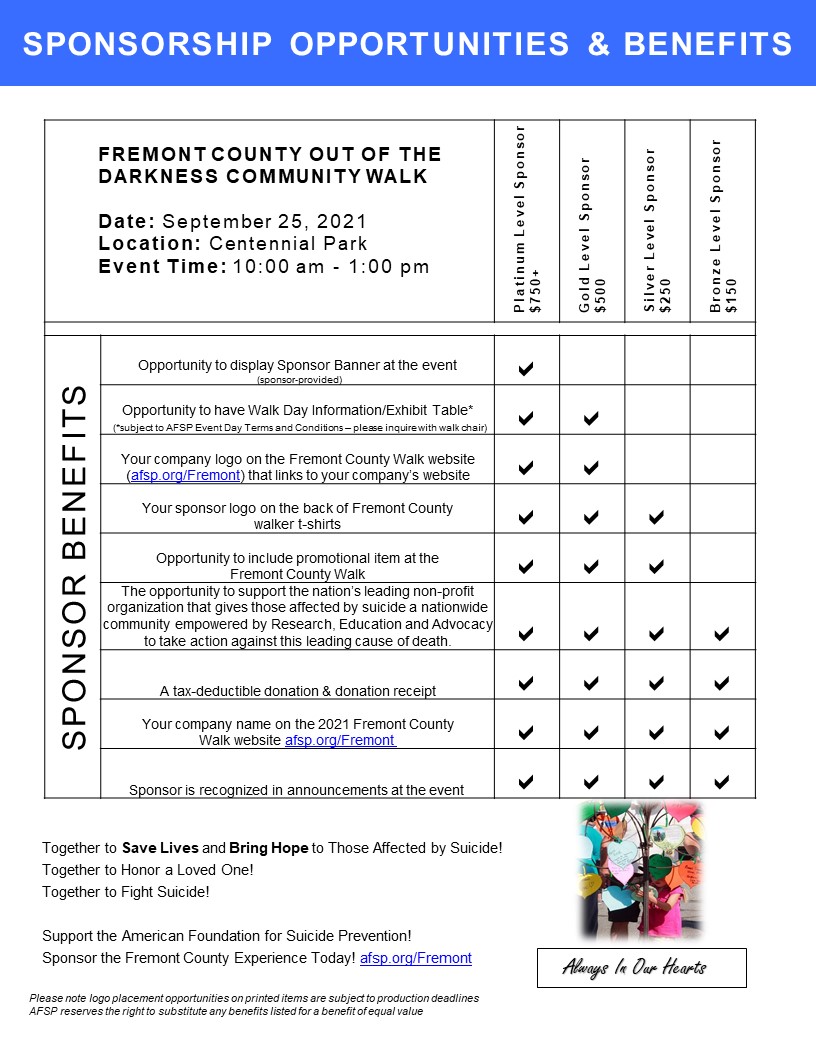
AFSP Colorado Chapter AFSP Colorado Chapter

Fremont County Out of the Darkness Walk Fremont County Out of the Darkness Walk  
(719) 671-2676 719-369-2968  
[jessicarc01@hotmail.com](mailto:jessicarc01@hotmail.com) jimbrendamcd@msn.com

Together to **Save Lives** and **Bring Hope** to Those Affected by Suicide!

Together to Honor a Loved One!

Together to Fight Suicide!

**[](https://afsp.donordrive.com/index.cfm?fuseaction=donorDrive.event&eventID=7763)**

**FREMONT COUNTY Out of The Darkness WALK**

**2021 Sponsorship Agreement**

**(9.25.21 CENTENNIAL PARK)**

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: £ Platinum Level Sponsor** | Donate **$750+**  **£ Gold Level Sponsor** | Donate **$500**  **£ Silver Level Sponsor** | Donate **$250**  **£ Bronze Level Sponsor** | Donate **$150** | **OR** | **In-Kind Sponsorship: (to help save costs for AFSP)** Product:  *OR* Service:  Fair market Value\* (product or service): $ Value Determined by:  *\*Value must be greater than or equal to minimum sponsor level cash amount to qualify for sponsor benefits* |

**Additional Options:**£ Call me, I am interested in forming a team for the event   
£ 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*. (\*Event Day Information/Exhibit Table subject to AFSP Event Day Terms and Conditions – please inquire with event chair)

**Authorized Signature: Date:**

**Method of Payment:**

£ Check Enclosed (made payable to AFSP w/ memo: **Fremont County**)

£ Call me to process payment via phone

Credit Card: £ AMEX £ Visa £ Mastercard £ Discover

CARD NO.

EXP. DATE: CVV: BILLING ZIP:

Card Holder Name (*if different than Contact Person Name*):

£ Invoice Required to Process Payment

**Completed & Signed Agreement with Logo Due by August 6, 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 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 return this agreement, logo, & payment to:**

**Email**: [jessicarc01@hotmail.com](mailto:jessicarc01@hotmail.com) | P.O. Box 1, Coal Creek CO 81221  
 **Thank You for Your Generous Support of the American Foundation for Suicide Prevention!**

1. [*2013 Cone Communications/Echo Global CSR Study*](http://www.causemarketingforum.com/site/c.bkLUKcOTLkK4E/b.6448703/k.BB16/Cone.htm) [↑](#footnote-ref-1)
2. [*Edelman goodpurpose® 2012*](http://www.edelman.com/insights/intellectual-property/good-purpose/about-goodpurpose/executive-summary/) [↑](#footnote-ref-2)