



# Walk to Fight Suicide

Out of the Darkness™  
Community Walks:

**Sponsorship Opportunities**

SOUTHERN ARIZONA WALK  
OCTOBER 16, 2021\*

*\*Pending park approval*

[afsp.org/tucson](https://afsp.org/tucson)



February 1, 2021

Dear Friend,

**You can be an everyday hero in the fight against suicide.**

Partner with us as an Out of the Darkness Southern Arizona Walk sponsor for the 2021 Southern Arizona Out of the Darkness Walk, taking place on Saturday, October 16th at Reid Park.

**Why support the Southern Arizona 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 walkers are passionate supporters of 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.<sup>1</sup>

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.<sup>2</sup>

Sponsor the Southern Arizona Out of the Darkness 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.

For more information, please contact:

Cori Frolander  
Arizona Area Director  
American Foundation for Suicide Prevention, Arizona Chapter  
cfrolander@afsp.org

Enclosures



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

<sup>2</sup> [Edelman goodpurpose® 2012](#)



**OUT OF THE DARKNESS SOUTHERN ARIZONA COMMUNITY WALK  
2021 SPONSORSHIP LEVELS**

	<b>PLATINUM (Presenting) \$5,000</b>	<b>GOLD \$2,500</b>	<b>SILVER \$1,000</b>	<b>BRONZE \$500</b>
<b>PRE-EVENT</b>				
<b>Website Recognition</b>	Logo & Link	Logo & Link	Logo	Logo
<b>T-Shirt Recognition</b>	Logo	Logo	Logo	Name
<b>E-Mail Recognition</b>	Logo & Link (Minimum of 4 emails to database)	Logo (Minimum of 2 emails to database)	Name (Minimum of 2 emails to database)	None
<b>Social Media Recognition</b>	3 Mentions	2 Mentions	1 Mention	None
<b>Opportunity to Speak at Rally or Kick-Off (if applicable)</b>	Yes	No	No	No
<b>EVENT DAY</b>				
<b>Complimentary Walk T-Shirts</b>	8 Shirts	5 Shirts	3 Shirts	2 Shirts
<b>Space at Event*</b>	Dedicated Booth (includes 10 x 10 tent, table and two chairs)	Dedicated Booth (includes 10 x 10 tent, table and two chairs)	Exhibitor Table	Exhibitor Table
<b>On-Site Check Presentation</b>	Yes	No	No	No
<b>Event Announcements</b>	Yes	Yes	Yes	Yes
<b>ADDITIONAL BENEFITS</b>				
<b>Talk Saves Lives Presentation Opportunity</b>	2 Presentations	1 Presentation	No	No



**American  
Foundation  
for Suicide  
Prevention**



## SOUTHERN ARIZONA WALK 2021 SPONSORSHIP AGREEMENT

Please Print

Name/Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Company Website Address: \_\_\_\_\_

**Please select sponsor level:**

- Platinum (Presenting) Sponsor | Donate \$5,000
  - Gold Sponsor | Donate \$2,500
  - Silver Sponsor | Donate \$1,000
  - Bronze Sponsor | Donate \$500
- (\*No addit'l benefits. Not a sponsor. Ad space only.)

**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. All sponsors agree to Event Day Terms & conditions.*

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Donation Via:**

- Enclosed Check
- Invoice Required to Process Payment
- Credit – AMEX
- Inkind Donation
- Credit - Mastercard
- Credit - Visa
- Credit - Discover

**For Credit Cards:**

CARD NO. \_\_\_\_\_

EXP. DATE: \_\_\_\_\_ / \_\_\_\_\_ CODE: \_\_\_\_\_ BILLING ZIP: \_\_\_\_\_

Card Holder Name (if different than Contact Person Name): \_\_\_\_\_

**Completed & Signed Agreement with Logo Due by September 4, 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](http://www.afsp.org/walksponsors)

Forms can also be emailed or mailed to:

Email: [walks@afsp.org](mailto:walks@afsp.org) (please copy cfrolander@afsp.org)

Mail: American Foundation for Suicide Prevention (ATTN: OOTD WALKS, 199 Water Street, 11<sup>th</sup> Fl, New York, NY 10038)

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



1. AFSP reserves the right to determine who will be allowed to table, speak, or otherwise have a presence at our events.
2. Their message (spoken, written, etc.; on-event and off) needs to align with AFSP's mission to save lives and bring hope to those affected by suicide as well as align with AFSP's policies and positions.
3. Their presence must positively/enhance the overall participant experience.

For the purposes of these criteria, we will differentiate between community resources and sponsors/vendors:

COMMUNITY RESOURCE TABLES: only for nonprofits /community organizations that that have a mental health/suicide prevention focus

SPONSOR/VENDORS: could include a variety of orgs/companies such as manufacturers of treatment or for-profit treatment centers

**Considerations for both community resource tables & sponsors/vendors:**

1. AFSP works with many different organizations that share our goal of reducing the annual suicide rate 20% by 2025, including other not-for-profit organizations, for-profit organizations, corporate foundations and government-related entities. While these relationships are essential to AFSP reaching its goals for public health, AFSP must exercise care not to endorse or appear to endorse a commercial product, process, service or enterprise.
2. Community Resource Tables and Sponsor/Vendor Relationships must not materially detract from AFSP's reputation for objectivity, independence, integrity, credibility, social responsibility and accountability or otherwise be inconsistent with the mission and values of AFSP. All Sponsor/Vendor Relationships will comply with applicable law, and AFSP policies and procedures. All messaging (spoken/displayed/written) must be in compliance with AFSP's best practices for safely speaking about suicide.
3. AFSP does not permit politicians in an election cycle, advocacy organizations, firearms manufacturers, and liquor/beer/wine distillers/brewers/distributors to have a table or speaking role at the Out of the Darkness Walks. Additionally, in accordance with federal law, no political campaigning is permitted at any AFSP event and AFSP cannot campaign for or against a candidate for political office, contribute money or labor to a political campaign or distribute campaign literature.
4. For community resources and/or sponsors/vendors that provide treatment: AFSP does not endorse any particular treatments, but rather encourages individuals and families to find the treatment plan and provider that works best for each person. Involvement with AFSP does not equate to endorsement of products. Many walkers have been personally affected by suicide through loss or lived experience of a suicide attempt. We ask that consideration be given to the following guidelines: a. You may make information available and engage those who approach the table about your services/treatment, but please do not actively solicit participants.
5. All vendors/speakers are subject to review and approval by AFSP at the local and national level. If a local walk is not sure about a vendor, they can ask AFSP National for approval. AFSP reserves the right to deny or exclude any organization or vendor from tabling at AFSP hosted events for any reason.
6. AFSP shall have the right to revoke the tabling/speaking rights and privileges granted by it, effective immediately upon receipt, if AFSP, in its sole discretion, deems the noise level, method of operation, display of materials or goods, conduct of any person, or content of any printed material to be a nuisance, dangerous, unlawful, in violation of AFSP's rules and regulations, Exhibitor's breach of this Agreement, or a threat to the AFSP or its related events or activities. Furthermore, Exhibitor's promotion and/or sale, directly or indirectly, of any goods and/or services not listed on Agreement or Exhibitor's use of any unassigned space shall be material breaches of this Agreement. In the event of revocation, AFSP shall retain the full fees paid, but such amount shall not automatically be construed as full and satisfactory liquidated damages.

**RESOURCE TABLES**

- Must provide mental health services. Examples include: community non-profits, behavioral health centers, addiction recovery/support, grief support, veterans resources/support etc.
- No sales/fundraising/soliciting. These are informational only.

**SPONSOR/VENDOR Tables/Speakers at event**

- Must pay for table at appropriate sponsor level (Guidelines will be established based on market size).
- Sponsors must be clearly marked (separate area and/or signs on each table) and/or clearly introduced, if speaking.
- Must provide activity/benefit to participant (enhance event experience) with messaging to support cause. This helps to enhance participant experience and also creates additional opportunity to build relationship with sponsor by partnering with local volunteers/staff on nature of activity. Furthermore, it creates buy-in from organization by asking them to create experience at the event.
- Food vendors sign agreement to donate minimum 10% of sales on event must provide own permit/insurance. If event does not already have permit for food vendors, the food vendor must secure permitting on own time and cost.
- Disclosure: AFSP will publicly disclose the nature of a Corporate Relationship, including the amount of the financial contribution to AFSP. Other commercial or competitive information which is customarily subject to non-disclosure restrictions may be treated as confidential when subject to reasonable nondisclosure agreements. Any personal information collected about people participating in corporate sponsored activities and/or programs is subject to AFSP's Privacy Policy and Terms of Use.

We welcome anyone with an interest in the cause to create a team and walk with us. Please keep in mind these are family friendly events, so we ask that you refrain from profane/obscene, images/language on team t-shirts, webpage, etc.