

Walk to Fight Suicide

Out of the Darkness™
Community Walks:

Sponsorship Opportunities

Austin Walk

afsp.org/Austin



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.

Partner with us as an event sponsor for the 2021 *Out of the Darkness* Austin Walk, taking place on October 23, 2021 at the Texas State Capitol.

Why support the Austin *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.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

Sponsor the Austin 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:
Vicki, Saldanha, Walk Co-Chairperson
Jayne Palmer, Area Director
Central Texas Chapter
Out of the Darkness Austin Walk
469-450-6086 (Vicki)
512-529-9622 (Jayne)
CentralTX@afsp.org

Enclosures

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

² [Edelman goodpurpose® 2012](#)



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Out of the Darkness Austin Community Walk 2021 Sponsorship Levels

Bronze Sponsor | Donate \$500

Benefits Include:

- Tax-deductible donation & donation receipt.
- Your company name on the 2021 Austin website.
- Your company's name listed in the event program.
- Opportunity for a virtual or on-site presentation at your company's office about AFSP & suicide prevention.

Silver Sponsor | Donate \$1,000

Benefits Include:

- Tax-deductible donation & donation receipt.
- Your logo on the 2021 Austin Walk website that links to your company's website.
- Your logo on the back of walker t-shirts. (Austin Walk has 2,000 Walkers!)
- 2 complimentary 2021 Austin Walk t-shirts.
- Your company's name and contact information listed in the event program.

Gold Sponsor | Donate \$2,500

Benefits Include:

- Silver Level Sponsorship Benefits listed above
- Your company recognized the announcements at the event.
- 4 complimentary 2021 Austin Walk T-shirts
- One linked posts to the Austin Walk Facebook event page.
- Your company's name, contact information, and logo listed in the event program.
- Sign at event listing your company as an event sponsor **OR** Logo shared as part of virtual event presentation

Platinum Sponsor | Donate \$5,000

Benefits Include:

- Gold and Silver Level Sponsorship Benefits listed above.
- 6 complimentary 2021 Austin Walk t-shirts.
- Two linked posts to the Austin Walk Facebook event page.
- Opportunity to host a pick-up party, drive-thru pick-up location, or tent on site (to be determined by event format and CDC guidelines)

Lifesaver Sponsor | Donate \$10,000

Benefits Include:

- Platinum, Gold, and Silver Level Sponsorship Benefits listed Above.
- 10 complimentary 2021 Austin Walk t-shirts.
- Three linked posts to the Austin Walk Facebook event page.
- Opportunity to create a video to be shared during virtual event presentation (*subject to AFSP safe messaging guidelines and approval*). Presentations will be shared to Facebook and YouTube.



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Out of the Darkness Austin 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:

- Lifesaver Level Sponsor | Donate \$10,000
- Platinum Level Sponsor | Donate \$5,000
- Gold Level Sponsor | Donate \$2,500
- Silver Level Sponsor | Donate \$1,000
- Bronze Level Sponsor | Donate \$500

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 Call me to process payment via phone
- 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 20th 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, ATTN: OOTD WALKS, 199 Water St, 11th FL, New York, NY 10038

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