

A large, stylized smiley face graphic composed of several curved segments in shades of blue and green, set against a solid green background. The segments are arranged to form the shape of a smiley face, with the top and bottom arcs being light green and the middle arcs being dark blue.

Together to Fight Suicide

**Out of the Darkness™
Knoxville, Tennessee:**

Sponsorship Opportunities

afsp.org/knoxville



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 Out of The Darkness Walk taking place on October 2nd. Together we can save lives and bring hope to those affected by suicide

Though there are many unknowns, there are a few things we know for sure:

- We are a strong and resilient community, united in our effort to fight suicide, raise awareness, educate our communities, support those who have lost loved ones, and support those with lived experience.
- We remain dedicated to providing communities throughout Tennessee with opportunities to connect, heal, share stories, create impact, and show those who struggle that they are not alone.
- Mental health and suicide prevention are more important than ever, and we're confident that with your help we can reach more people than ever before.

Why support the Out of the Darkness Walk?

Our community has always been the heart of the Out of the Darkness Walks. Together, we will use our voices and share our stories to provide hope. Sponsor the 2021 Knoxville Out of the Darkness Walk and show our community that you're a voice for suicide prevention.

The American Foundation for Suicide Prevention (AFSP) leads the fight against suicide.

Funds raised from the Out of the Darkness Walk will 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.
#TogetherToFightSuicide

For more information, please contact:

PJ Alexander, Walk Chair
pj4031@tds.net | 865-640-2459

Chris Owens, Senior Director, Southern Division
American Foundation for Suicide Prevention
cowens@afsp.org | 770-843-3836



Your Support Helps Save Lives

With chapters in all 50 states, AFSP is leading the fight in suicide prevention. We create a culture that's smart about mental health through education and community programs, research and advocacy, and support for those affected by suicide.

Tennessee



26

AFSP awarded new grants worth more than \$6.2M



\$275,217

Donations



26

Talk Saves Lives programs delivered



100

Volunteers donated their time to #StopSuicide



10

Walks



46

State Capitol Days AFSP hosted in 46 states across the U.S.



5

International Survivors of Suicide Loss Day events





2021 SPONSORSHIP LEVELS

Bronze Sponsor | Donate \$500

Benefits Include:

- The opportunity to support the nation's leading non-profit organization dedicated to understanding and preventing suicide through research, education and advocacy, and to reaching out to people with mental disorders and those impacted by suicide
- Tax-deductible donation & donation receipt
- Your logo on the 2021 Knoxville Out of the Darkness website
- Your logo posted on the Facebook Event Page
- Your logo on the Out of the Darkness Walk Shirt

Silver Sponsor | Donate \$1,000

Benefits Include:

- Bronze Level sponsorship benefits listed above
- 30 second mission moment to share on Knoxville Out of the Darkness Facebook Event Page
- Recognition as a program sponsor for AFSP Presentation and/or Mental Health Suicide Prevention Program
- A complimentary online prevention education program
- Recognition as a sponsor during Opening Ceremony
- Booth at the Out of the Darkness Walk

Gold Sponsor | Donate \$5,000

Benefits Include:

- Bronze & Silver Level sponsorship benefits listed above
- Your company recognized in announcements at event
- Your company listed as sponsor in 2 mailings of the AFSP TN e-newsletter with 11,000 subscribers

Platinum Sponsor | Donate \$10,000

Benefits Include:

- Bronze, Silver, & Gold Level sponsorship benefits listed above
- "Presented by Your Logo/Name" on all Out of The Darkness Shirts
- Dedicated mission moment email sent by sponsor to Tennessee Database with over 11,000 subscribers
- 1 complimentary online prevention education program per quarter (4 total)

*Must have logo and sponsorship agreement turned in by August 27, 2021



**KNOXVILLE OUT OF THE DARKNESS WALK
2021 SPONSORSHIP AGREEMENT**

Name/Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Phone: _____ Email: _____

Company Website Address: _____

Please select one of two sponsorship options:

<p>Donation:</p> <p><input type="checkbox"/> Platinum Level Sponsor Donate \$10,000</p> <p><input type="checkbox"/> Gold Level Sponsor Donate \$5,000</p> <p><input type="checkbox"/> Silver Level Sponsor Donate \$1,000</p> <p><input type="checkbox"/> Bronze Level Sponsor Donate \$500</p> <p><input type="checkbox"/> Friend of AFSP Donate \$250</p>	<p>OR</p>	<p>In-Kind:</p> <p>Product: _____</p> <p>OR Service: _____</p> <p>Fair Market Value (product or service): \$ _____</p> <p>Value Determined by _____</p>
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Additional Options:

- Call me, I am interested in forming a team for the walk
- Unable to sponsor, but please accept this donation \$ _____

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
- Credit Card: AMEX Mastercard Visa Discover

CARD NO. _____

EXP. DATE: _____ CODE: _____ BILLING ZIP: _____

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

Agreement and Logo Due by AUGUST 27, 2021. Logo format for website & t-shirts (\$500 donation value and above): pdf, tif, jpeg, or eps.

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! You are helping save lives in your community.