

# Walk to Fight Suicide

Out of the Darkness<sup>™</sup>  
Community Walks:

**Sponsorship Opportunities**

Out of the Darkness Tyler Walk

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



Foundation  
for Suicide  
Prevention

OUT OF THE  
DARKNESS  
Community Walks



**American  
Foundation  
for Suicide  
Prevention**



May 1, 2021

Dear Friend and Community Leader

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

**Tyler is fighting against suicide.**

The suicide rate in East Texas is 43% higher than the state average. As a community, we must do more to make a change. Partner with us as an event sponsor for the 2021 *Out of the Darkness Tyler Walk*, taking place on September 18, 2021 at Rose Rudman Southside Park

**Why support the *Out of the Darkness Tyler 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 Out of the Darkness Tyler 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.

The Out of the Darkness Tyler Committee is using funds to:

- Provide information on suicide prevention to libraries, schools, churches and local organizations to all communities in East Texas
- Provide presentations on suicide prevention
- Train facilitators for survivors of suicide loss support groups
- Provide an "International Survivors of Suicide Loss Day" event for East Texas

I look forward to discussing our 2020 sponsorship opportunities and benefits with you in more detail.

For more information, please contact:

Kay Pleasant  
Walk Chairperson  
North Texas Chapter  
Out of the Darkness Tyler Walk  
tylerootdwalk@gmail.com  
318-620-0159

*Enclosures*

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

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



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## **Out of the Darkness Tyler Community Walk Sponsorship Levels**

### **Bronze Level Sponsor | Donate \$250**

Benefits Include:

- Tax-deductible donation & donation receipt
- Your company name on the 2021 Out of the Darkness Tyler Walk website ([afsp.org/tyler](https://afsp.org/tyler)).
- Your company's name on sponsorship signage at the event.

### **Silver Sponsor | Donate \$500**

Benefits Include:

- Tax-deductible donation & donation receipt
- Your company logo on the 2021 Out of the Darkness Tyler Walk website that links to your company's website.
- Your logo on the back of walker t-shirts.
- 2 complimentary Tyler *Out of the Darkness* Tyler Walk t-shirts
- Logo on sponsorship signage at the event
- Your company recognized in announcements at the event

### **Gold Sponsor | Donate \$1000**

Benefits Include:

- Silver Level Sponsorship Benefits listed Above
- Your company recognized in announcements at event.
- 4 complimentary *Out of the Darkness* Tyler Walk t-shirts
- Acknowledgement in monthly eNewsletters to over 4,000 subscribers
- Opportunity to represent your company at the event and distribute branded materials

### **Platinum Sponsor | Donate \$5000**

Benefits Include:

- Silver, & Gold Level Sponsorship Benefits listed Above
- 10 complimentary Out of the Darkness Tyler Walk t-shirts
- One onsite Talk Saves Lives presentation at your company's site about AFSP
- Company listed as Presenting Sponsor in communications, social media and news releases



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## Out of the Darkness Tyler 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:**

- **Platinum Level Sponsor** | Donate \$5,000.00
- **Gold Level Sponsor** | Donate \$1,000.00
- **Silver Level Sponsor** | Donate \$500.00
- **Bronze Level Sponsor** | Donate \$250.00

**OR**

**In-Kind Sponsorship:**

Product: \_\_\_\_\_

OR Service: \_\_\_\_\_

Fair market Value\* (product or service): \$ \_\_\_\_\_

Value Determined by: \_\_\_\_\_

*\*Value must be greater than or equal to min. sponsor level cash amount to qualify for sponsor benefits*

**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 Friday, 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 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)**

**If preferred, mail signed form with payment to: AFSP, ATTN: OOTD WALKS, 199 Water St, 11<sup>th</sup> FL, New York, NY 10038**

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