

Walk to Fight Suicide

Out of the Darkness™
Community Walks:

Sponsorship Opportunities

Naples Out of the Darkness Walk

afsp.org/Naples



American
Foundation
for Suicide
Prevention



SPONSOR THE NAPLES WALK

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

Naples
Sunday, December 12th, 2021
North Collier Regional Park
www.afsp.org/Naples



In 2019 over 200 participants walked in the Naples Out of the Darkness walk, raising more than \$18,000 to fight suicide.

Why support the Naples *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 Naples 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:
Carrie Niedert & Shaina Anderson, Walk Co-Chairs
AFSP Southwest Florida Chapter
Naples Out of the Darkness Walk
naplesootd@gmail.com

1. [2013 Cone Communications/Echo Global CSR Study](#)
2. [Edelman goodpurpose® 2012](#)

SPONSORSHIP OPPORTUNITIES & BENEFITS

For more information or to design a custom sponsorship plan, please contact:

Name: Tara Sullivan Larsen
 Title: Central and Southern Florida Area Director
 Email: tsullivan@afsp.org
 Phone: 407-415-8757

EXCLUSIVE PARKING
SPONSOR
\$5,000

PLATINUM LEVEL
\$2,000

GOLD LEVEL
\$1,000

SILVER LEVEL
\$500

BRONZE LEVEL
\$250

SPONSOR BENEFITS

	EXCLUSIVE PARKING SPONSOR \$5,000	PLATINUM LEVEL \$2,000	GOLD LEVEL \$1,000	SILVER LEVEL \$500	BRONZE LEVEL \$250
Sponsor tent at walk (may provide own branded tent)***	✓				
Sponsor Logo on walk flyer (1,000 printed)	✓				
AFSP Lunch and Learn for your employees	✓	✓			
Sponsor recognition in walk press release	✓	✓			
Walk Day Information/Exhibit Table***	✓	✓			
Sponsor recognition in electronic communications (min. 2)	✓	✓	✓		
Sponsor Recognition on Chapter Facebook Page (2,220 followers)	✓	✓	✓	✓	
Company Logo/Name on walk website	✓	✓	✓	✓	Name Only
Company Logo/Name on sponsor signage at walk venue	✓	✓	✓	✓	✓
Logo on Walker t-shirts (approx. 200 printed)	✓	✓	✓	✓	✓
Complimentary Walk T-Shirts (# shirts shown)	15	10	8	4	2
Verbal acknowledgement day of walk	✓	✓	✓	✓	✓

*Please note logo placement opportunities on printed items are subject to production deadlines

*AFSP reserves the right to substitute any benefits listed for a benefit of equal value

***Subject to application and terms of AFSP Tabling Agreement



2021 Sponsorship Agreement

Naples Out of the Darkness Community Walk

Please Print

Name/Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Company Web Address: _____

Please select one of two sponsorship options:

Cash Sponsorship:

- Bronze Level Sponsor | Donate \$ 250
- Silver Level Sponsor | Donate \$500
- Gold Level Sponsor | Donate \$1,000
- Platinum Level Sponsor | Donate \$2,000
- Diamond Level Sponsor | Donate \$5,000

OR

In-Kind Sponsorship (Product or Service):

Product: _____

OR Service: _____

Fair Market Value* (of 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:

- Please send me information about forming a team for the walk
- Unable to sponsor, but please accept this donation \$ _____
- I was referred by (insert name/team/company): _____

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:** _____

Method of Payment:

- Check Enclosed
- Amex
- Mastercard
- Call me to process payment via phone
- Invoice Required
- 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, November 12th, 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) file cannot be provided, company name will appear on shirts and/or website as text, only.**

Please sign and upload this agreement and company logo to: www.afsp.org/WalkSponsors

If preferred, you can mail signed form with payment to: **AFSP, ATTN: OOTD WALKS, 199 Water Street, 11th FL, New York, NY 10038**

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



Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
American Foundation for Suicide Prevention

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.

Individual/sole proprietor or single-member LLC

C Corporation

S Corporation

Partnership

Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ▶ _____

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) 1

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
199 Water Street, 11th FL

6 City, state, and ZIP code
New York, NY 10038

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Social security number

			-						
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or

Employer identification number

1	3	-	3	3	9	3	3	2	9
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Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification Instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ▶ 

Date ▶ 08 / 28 / 2019

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What Is backup withholding*, later.