



**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 **Waco Out of the Darkness Walk**, taking place on Saturday, September 25th, 2021 at Brazos Park East.

**Why support the Waco 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 **Out of the Darkness Waco Community 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:

Jennifer Warnick, Walk Chairperson

Central Texas Board Member

Out of the Darkness Waco Walk

512-661-9335

[jenniferwafsp@gmail.com](mailto:jenniferwafsp@gmail.com)

[www.afsp.org](http://www.afsp.org)

*Enclosures*

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

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



**OUT OF THE DARKNESS WACO 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 \$5000

Gold Level Sponsor | Donate \$1000

Silver Level Sponsor | Donate \$250

Team Sponsor | Donate \$ \_\_\_\_\_

Team Name: \_\_\_\_\_

**OR**

**In-Kind Sponsorship:**

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

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

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

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

**(May combine In-Kind with cash to equal qualifying Cash Level; ~~excludes Team Sponsorship~~; Applicable only to Silver, Gold, & Platinum)**

**Additional Options:**

- Call me; I am interested in forming a team for the walk on Saturday, October 3<sup>rd</sup>, 2020.
- 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
- 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 27, 2021.**

**\*DOES NOT APPLY TO PERSONAL TEAM SPONSORSHIP; ONLY OOTD WALK SPONSORSHIP LEVELS**

**Logo Specifications: 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 image files (.jpeg, .png). **Please Email Your Logo To:** [jenniferwafsp@gmail.com](mailto:jenniferwafsp@gmail.com)

**Please Mail or Email Agreement and Payment To:**

Jennifer Warnick, 1992 CR 265, Gatesville, TX 76528. [jenniferwafsp@gmail.com](mailto:jenniferwafsp@gmail.com)



## 2021 OUT OF THE DARKNESS WACO COMMUNITY WALK SPONSORSHIP LEVELS

### Silver Level Sponsor | Donate \$250

Thank You's 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.
- A Tax Deductible Donation & Donation Receipt
- Your logo on the back of Walker T-shirts
- 2 Complimentary Out of the Darkness Waco Community Walk T-shirts**

**\*DOES NOT APPLY TO PERSONAL TEAM SPONSORSHIP; ONLY OOTD WALK SPONSORSHIP LEVELS**

### Gold Level Sponsor | Donate \$1000

Thank You's Include:

- Silver Level Sponsorship Benefits listed above (*excluding T-shirts*)
- Your logo on the walk website
- Your Company Recognized in Announcements at Event
- 4 Complimentary Out of the Darkness Waco Community Walk T-shirts**

**\*DOES NOT APPLY TO PERSONAL TEAM SPONSORSHIP; ONLY OOTD WALK SPONSORSHIP LEVELS**

### Platinum Level Sponsor | Donate \$2500

Thank You's Include:

- Silver Level Sponsorship Benefits listed above (*excluding T-shirts*)
- Gold Level Sponsorship Benefits listed above (*excluding T-shirts*)
- 6 Complimentary Out of the Darkness Waco Community Walk T-shirts**
- Swag Bag
- One onsite presentation at your company's site about AFSP

**\*DOES NOT APPLY TO PERSONAL TEAM SPONSORSHIP; ONLY OOTD WALK SPONSORSHIP LEVELS**

### Individual Total | Donate \$250

Thank You's Include:

- Receive Individual recognition on the back of the 2020 Event Walk T-Shirt

### Team Cumulative Total | Donate \$500

Thank You's Include:

- Receive Team recognition on the back of the 2020 Event Walk T-Shirt



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## IN-KIND GIFT CONFIRMATION

PLEASE PROVIDE THE FOLLOWING INFORMATION:

Walk Location Supporting (City, State) \_\_\_\_\_

Product Description \_\_\_\_\_

Fair Market Value (\$ amount/product amount) \_\_\_\_\_

Value Determined By \_\_\_\_\_

Donor Company \_\_\_\_\_

Donor Address \_\_\_\_\_

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

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_ Email \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

I, \_\_\_\_\_, certify that to the best of my knowledge, the information above is true, correct, and complete.

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

PLEASE MAIL or EMAIL THIS AGREEMENT TO:

The American Foundation for Suicide Prevention  
Jennifer Warnick  
1992 CR 265  
Gatesville, TX 76528

\*Phone: 512-661-9335 \*Email: [jenniferwafsp@gmail.com](mailto:jenniferwafsp@gmail.com)

**IRS/Tax Deduction Information:**

AFSP will furnish the donor with an acknowledgment letter after the delivery and/or provision of the in-kind gift. This receipt can reflect a dollar value for the in-kind gift as communicated to AFSP by the donor using this form. Any transfer documentation that will help to describe and evaluate the gift in-kind will be appreciated. The donor assumes all other responsibilities relating to the tax deductibility of this contribution. The donor should consult professional advisors regarding any tax reporting requirements.