

[EXPERIENCE HERE]

# Together to Fight Suicide

Out of the Darkness™

**Sponsorship Opportunities**

[afsp.org/\[URLALIAS\]](#)



American  
Foundation  
for Suicide  
Prevention





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Foundation  
for Suicide  
Prevention**



April 23, 2021

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 Myrtle Beach *Out of the Darkness* Walk, taking place on Saturday, October 23<sup>rd</sup> at Broadway at the Beach

**Why support the Myrtle Beach *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 Myrtle Beach OOTD Walk and show our community that you are 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:  
Debbie Kurinzi, Walk Co-Chair  
[debkurinzi@gmail.com](mailto:debkurinzi@gmail.com)  
908-910-4487

*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 Myrtle Beach Community Walk Sponsorship Levels

### **BRONZE LEVEL Sponsor** | Donate \$250

#### 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 company name on the 2021 Myrtle Beach Walk website – [www.afsp.org/myrtle](http://www.afsp.org/myrtle).
- Your logo on the back of walker t-shirts.
- Your company's name listed in the event program and sponsorship banner.

### **SILVER LEVEL Sponsor** | Donate \$500

#### Benefits Include:

- Bronze Level Sponsorship listed above.
- Your logo on the 2021 Myrtle Beach Walk website that links to your company's website.
- 2 complimentary 2021 Myrtle Beach Walk t-shirts

### **GOLD LEVEL Sponsor** | Donate \$1,000

#### Benefits Include:

- Silver Level Sponsorship Benefits listed Above
- Your company recognized in announcements at event.
- 4 complimentary 2021 Myrtle Beach Walk T-shirts
- Your company listed as sponsor in a mailing of AFSP South Carolina Chapter eNewsletter. The SC-AFSP Chapter eNewsletter has over 10,000 Subscribers!
- Opportunity to include promotional item or company coupon for participants.
- Sign at event listing your company as an event sponsor (sign provided by sponsor)

### **PLATINUM LEVEL Sponsor** | Donate \$2500

#### Benefits Include:

- Gold Level Sponsorship Benefits listed Above
- 10 complimentary 2021 Myrtle Beach Walk t-shirts
- Your company listed as sponsor in 2 mailings of AFSP South Carolina Chapter eNewsletter. The SC-AFSP Chapter eNewsletter has over 10,000 Subscribers!
- One onsite presentation at your company's site about AFSP
- Tent for your company's walk team at the event.

### **LIFESAVER LEVEL Sponsor** | Donate \$5000

- All Sponsorship Level Benefits listed Above
- One ½ day Safe TALK Training for up to 30 of your employees through the AFSP SC Chapter. Sponsor is responsible for logistical arrangements and ASP SC Chapter provides certified SafeTALK trainers and materials.



## Out of the Darkness Myrtle Beach 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:**

<p><b>Cash Sponsorship:</b></p> <p><input type="checkbox"/> Lifesaver Level Sponsor   Donate \$5,000</p> <p><input type="checkbox"/> Platinum Level Sponsor   Donate \$2,500</p> <p><input type="checkbox"/> Gold Level Sponsor   Donate \$1,000</p> <p><input type="checkbox"/> Silver Level Sponsor   Donate \$500</p> <p><input type="checkbox"/> Bronze Level Sponsor   Donate \$250</p>
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**OR**

<p><b>In-Kind Sponsorship:</b></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\$ \_\_\_\_\_
- 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 15, 2021 to John Tjaarda [jtjaarda@afsp.org](mailto:jtjaarda@afsp.org).**

**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, 530 Knox Abbott Dr., Cayce, SC 29033

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](http://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, 11<sup>th</sup> FL

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

7 List account number(s) here (optional)

Requester's name and address (optional)

Print or type.  
 See Specific Instructions on page 3.

### 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.

**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.

Social security number									
				-					
or									
Employer identification number									
1	3	-	3	3	9	3	3	2	9

### 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](http://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-INT (Interest earned or paid)

- 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.*