

# ATLANTA OUT OF THE DARKNESS WALK

2020  
Chapter of  
the Year

**SPONSORSHIP  
OPPORTUNITIES**

2020  
#1 National  
Community  
Walk

**November 7, 2021**  
[afsp.org/Atlanta](https://afsp.org/Atlanta)



American  
Foundation  
for Suicide  
Prevention



**OUT OF THE  
DARKNESS**  
Community Walks



American  
Foundation  
for Suicide  
Prevention



OUT OF THE  
DARKNESS  
Community Walks

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 **Atlanta Out of the Darkness Walk** taking place on **November 7th, 2021**. Our mission to Save Lives and Bring Hope to those affected by Suicide has remained unchanged throughout this past, challenging year.

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

- Our walkers 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.
- Our walkers remain dedicated to providing communities throughout Georgia 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 event?**

Our community has always been the heart of all of our events. Sponsoring the 2021 **Atlanta Out of the Darkness Walk** event will show our community that you're a voice for suicide prevention and that you stand with us #TogetherToFightSuicide.

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

Funds raised from the **Atlanta Out of the Darkness Walk** will allow us to fund innovative research, create educational programs, advocate for public policy, support suicide loss survivors, and work towards our bold goal to reduce suicide rates 20% by 2025.

We look forward to discussing our 2021 sponsorship opportunities and benefits with you in more detail.

With Hope,

Kristen Petillo  
Georgia Area Director  
kpetillo@afsp.org  
404.275.3316

Chelsea Piatt  
Georgia Associate Area Director  
cpiatt@afsp.org  
470.514.7667

SUICIDE PREVENTION STARTS WITH YOU

# BY THE NUMBERS



**SUICIDE IS THE**

**10<sup>th</sup>**

**leading cause of death in the US**

In 2018,

**48,344**

**Americans died by suicide**



**In 2018, there were an estimated**

**1.4 Million**

**suicide attempts**

**On average, one person dies by  
suicide every SIX hours in  
Georgia**





## 2021 Sponsorship Opportunities



### Lifesaver - \$10,000

- Empower, Hope and Healing Level sponsorship benefits listed below
- 10 complimentary Atlanta Out of the Darkness Community Walk t-shirts
- 1 complimentary prevention education programs per quarter at the location of your choice (4 total)



### Healing - \$5,000

- Empower and Hope Level sponsorship benefits listed above
- Your company recognized in announcements at event.
- 4 complimentary Atlanta Out of the Darkness Community Walk T-shirts
- Your company listed as sponsor in 2 mailings of Atlanta Out of the Darkness Community Walk with 10,000 subscribers
- Walk Day Information/Exhibit Table (subject to application and terms of AFSP Tabling Agreement)



### Hope - \$1,000

- Empower Level sponsorship benefits listed above
- 2 complimentary Atlanta Out of the Darkness Community Walk t-shirts
- A complimentary prevention education program at location of your choice



### Empower - \$500

- 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 2020 Atlanta Out of the Darkness Community Walk website that links to your company's website.
- Your logo on the Atlanta Walk Shirt. Atlanta Out of The Darkness Walk has over 5,000 walkers!

# ATLANTA OUT OF THE DARKNESS COMMUNITY WALK

## 2021 Sponsorship Form



American  
Foundation  
for Suicide  
Prevention



Name/Company:

Mailing Address:

City: State: ZIP:

Primary Contact:

Phone: Email:

Company Website:

### Sponsorship Level (please check one):

Lifesaver Sponsor	\$10,000	
Healing Sponsor	\$5,000	Unable to Sponsor, but please accept this donation
Hope Sponsor	\$1,000	
Empower Sponsor	\$500	

We authorize The American Foundation for Suicide Prevention to include our corporate name and logo on all "The Taste of Georgia" materials consistent with our sponsorship selection and publication dates.

Authorized Signature: Date:

Donation via:

Enclosed check (payable to American Foundation for Suicide Prevention)

Invoice required to process payment

Credit Card, choose: AMEX VISA Mastercard Discover

Card Number:

Expiration Date: CVV: Billing Zip:

Card Holder Name:

Agreement and logo due by **October 1, 2021**

Logo format for website & t-shirts (\$500 donation value and above):

**pdf, tif, jpeg or eps**

Please email or mail this agreement, logo, and website link to:

**Chelsea Piatt**  
cpiatt@afsp.org

American Foundation for Suicide Prevention | Georgia Chapter  
1920 Dresden Drive, #191591, Atlanta, GA 31119

## **CONTACT**

**Chelsea Piatt**

*Georgia Associate Area Director*  
470.514.7667  
cpiatt@afsp.org

**[afsp.org/Atlanta](https://afsp.org/Atlanta)**

American Foundation for Suicide Prevention  
Georgia Chapter  
1920 Dresden Drive, #191591  
Atlanta, GA 31119

 **[afspGeorgia](https://www.facebook.com/afspGeorgia)**

 **[afsp\\_ga](https://www.instagram.com/afsp_ga)**

 **[AFSP\\_GA](https://twitter.com/AFSP_GA)**

 **[afspga](https://www.linkedin.com/company/afspga)**