

Together to Fight Suicide

Out of the Darkness™
Community Walks:

Sponsorship Opportunities

Macon Walk

afsp.org/macon



American
Foundation
for Suicide
Prevention

Georgia





Dear Macon Friend and Community Leader,

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

The health and safety of our community, volunteers and staff is our top priority. That is why we have made the decision to move our Macon Out of the Darkness Walk to a virtual space. Partner with us as an event sponsor for the *Macon Out of the Darkness Community Walk*, taking place on Saturday, November 13th. While this event may look different this year, our mission to save lives and bring hope to those affected by suicide remains the same.

Why support the *Macon Out of the Darkness Community Walk*?

Suicide is a leading cause of death - but it's preventable. With your support, together we can save lives and bring hope to those affected by suicide

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.

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.

Sponsor the Macon 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. And we invest our resources wisely. Last year we kept administrative and fundraising costs to 15.7%, well below the industry standard of 25%.

All information about our walks is available at outofthedarkness.org and here is a direct link to the Macon walk: www.afsp.org/Macon. Information about our Georgia chapter is at afsp.org/Georgia. For more information, contact walk chair, Kassy Greenawalt, or AFSP Georgia Associate Area Director, Chelsea Piatt.

We look forward to discussing our sponsorship opportunities and benefits with you in more detail. We hope that we can count on you.

Kassy Greenawalt, Macon Walk Chair
kassandragreenawalt@gmail.com | 708-582-0133

Chelsea Piatt, Associate Area Director
cpiatt@afsp.org | 470.514.7667

The American Foundation for Suicide Prevention is dedicated to saving lives and bringing hope to those affected by suicide. AFSP creates a culture that's smart about mental health through education and community programs, develops suicide prevention through research and advocacy, and provides support for those affected by suicide. Led by CEO Robert Gebbia and headquartered in New York, AFSP has local chapters in all 50 states with programs and events nationwide

MACON OUT OF THE DARKNESS COMMUNITY WALK 2021 SPONSORSHIP LEVELS - VIRTUAL

Platinum Level Sponsor | Donate \$2,500

Benefits Include:

- Bronze, Silver, & Gold Level Sponsorship Benefits listed below.
- 10 complimentary walk t-shirts.
- Your company listed as sponsor in 3-4 mailings of AFSP Georgia e-Newsletter.
- One onsite presentation or training at your company's site – with opportunities to present virtually.

Gold Level Sponsor | Donate \$1,000

Benefits Include:

- Bronze & Silver Level Sponsorship Benefits listed below.
- Speaking opportunity during the virtual opening ceremony – pre-recorded (content approval required)
- 4 complimentary walk t-shirts.
- Your company listed as sponsor in 2 mailings of AFSP Georgia e-Newsletter. The AFSP Georgia e-Newsletter has over 10,000 subscribers!
- As an AFSP Out of the Darkness Sponsor, you will be recognized in Georgia Community AFSP mental health and suicide prevention programs – 3 programs.

Silver Level Sponsor | Donate \$500

Benefits Include:

- Bronze Level Sponsorship Benefits listed below.
- Your logo on the walk website that links to your company's website.
- Your logo on walk t-shirt.
- 2 complimentary walk t-shirts.
- As an AFSP Out of the Darkness Sponsor, you will be recognized in Georgia Community AFSP mental health and suicide prevention programs – 1 program.

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.
- A tax-deductible donation & donation receipt.
- Your logo on the walk website that links to your company's website
- Your logo on the walk t-shirt.
- 1 complimentary walk t-shirt



OUT OF THE DARKNESS MACON COMMUNITY WALK
2021 SPONSORSHIP AGREEMENT

Please Print

Name/Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Phone: _____ Email: _____

Company Website Address: _____

Please select one of two sponsorship options:

Donation:
[] Platinum Level Sponsor | Donate \$2,500
[] Gold Level Sponsor | Donate \$1,000
[] Silver Level Sponsor | Donate \$500
[] Bronze Level Sponsor | Donate \$250
[] Friend of AFSP | Donate \$100

OR

In-Kind:
Product: _____
OR Service: _____
Fair market Value (product or service): \$ _____
Value Determined by _____

Additional Options:

- [] Call me, I am interested in forming a team for the walk
[] Unable to sponsor, but please accept this donation \$ _____

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
Credit Card: [] AMEX [] Mastercard [] Visa [] Discover
CARD NO. _____
EXP. DATE: _____ CODE: _____ BILLING ZIP: _____
Card Holder Name (if different than Contact Person Name): _____

Agreement and Logo Due by October 5th, 2021. Logo format for website & t-shirts (\$250 donation value and above): pdf, tif, jpeg, or eps. Please scan and email or mail this agreement, logo, & website link to:

Email: cpiatt@afsp.org | Mail: AFSP Georgia, 1920 Dresden Drive #191591, Atlanta, GA 31119

Thank you for your generous support of the American Foundation for Suicide Prevention! You are helping save lives in your community.