



Hope Walks Here

**Out of the Darkness™
Campus Walks:
Sponsorship
Opportunities**

**Mercer University
Campus Walk**

afsp.org/Mercer



**American
Foundation
for Suicide
Prevention**

Georgia



**OUT OF THE
DARKNESS**
Campus Walks

SPONSOR THE MERCER UNIVERSITY OUT OF THE DARKNESS CAMPUS WALK

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

Atlanta, GA - 4/9/2022
Mercer University - Cruz Plaza
www.afsp.org/Mercer



In 2021, the Mercer University Campus Walk raised over \$12,000 and hosted 176 participants. Help support these students to make an impact in their community again in 2022!

Why support the Mercer University Out of the Darkness Campus Walk?

2022 will still be a bit different than past years for us all, but that will not change the importance of raising awareness and funds to prevent suicide on campuses and in communities across the country. A November 2021 [data brief](#) from the CDC highlights the increased urgency of our cause this year, especially among youth. While certain age groups saw a decline in the suicide rate, it actually increased for younger people.

The national [Public Perception Survey](#) from August of 2020 reinforced the need to make youth suicide prevention and mental health awareness a national priority. The survey results showed that among ages 18-24 53% were experiencing anxiety, 49% were experiencing depression, and 14% had made a suicide attempt. AFSP is continuing its work to bring our existing programs, and creating **new** programs to the youth, parents, and educators of our country. Now, more than ever, we need **YOU** to help make it possible.

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. 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 Mercer University Walk and show our community that you're a voice for suicide prevention.

Funds raised from The *Out of the Darkness* Campus Walks allow us to fund research, create educational programs, advocate for public policy, and support survivors of suicide loss.

We look forward to discussing our 2022 sponsorship opportunities and benefits with you in more detail.

For more information, please contact:

Chelsea Piatt, Associate Area Director
AFSP Georgia Chapter
470-514-7667
cpiatt@afsp.org

Claire Flippin, Walk Chairperson
AFSP Georgia
760-330-6895
claire.flippin00@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:

Chelsea Piatt
Associate Area Director, AFSP Georgia Chapter
cpiatt@afsp.org
470-514-7667

LIFESAVER SPONSOR
\$2,500

HEALING SPONSOR
\$1,000

HOPE SPONSOR
\$500

EMPOWER SPONSOR
\$250

SPONSOR BENEFITS

Sponsor tent at Walk; must provide own 10 x 10 tent, table and chairs.

1 complementary online prevention education program per quarter (4 total)

"Presented by Your Logo/Name" on all walk t-shirts

Your company listed as a sponsor in 2 mailings to Mercer University walk participants

Recognition as a sponsor during opening ceremony

A complementary online prevention education program

30 second mission moment to share on the Facebook event page

Company logo on the Mercer University Walk T-shirt* & complementary shirts for your company

Company logo posted on the Facebook event page

Company logo on the 2021 Mercer University Walk website

Tax deductible donation & donation receipt

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 health disorders and those impacted by suicide.



10 shirts



4 shirts



2 shirts



1 shirt



*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



2022 SPONSORSHIP AGREEMENT

Mercer University Out of the Darkness Campus Walk

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 (REQUIRED): _____ **Date (REQUIRED):** _____

(Please Print) Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Contact Name: _____ Phone (with Area Code): _____

Email: _____ Company Website: _____

T-Shirt Sizes (REQUIRED): _____

Please select one of two sponsorship options:

Cash Sponsorship:	In-Kind Sponsorship (Product or Service):
<input type="checkbox"/> Lifesaver Sponsor Donate \$2,500 <input type="checkbox"/> Healing Sponsor Donate \$1,000 <input type="checkbox"/> Hope Sponsor Donate \$500 <input type="checkbox"/> Empower Sponsor Donate \$250	Product: _____ Or Service: _____ Fair Market Value* of Product or Service: _____ Value Determined By: _____ <i>*Value must be greater than or equal to minimum sponsorship level cash amount to qualify for sponsorship benefits</i>

Additional Options:

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

Method of Payment:

- Check Enclosed Invoice Required
- Credit Card, If paying by CC, please provide the best phone number(s) and best time(s) of day to reach you and an AFSP staff member will call to process your card by phone. You can also call our Data Entry team at 212-363-3500 ext. 2013 between 9am-5pm Eastern time for phone processing.
Phone Number: _____ Best Time(s) to reach you: _____

Completed and signed agreement with logo due by **MARCH 4TH, 2022**

Logo specifications: **T-shirt:** Vector files (EPS, PS, PDF) to ensure logo integrity. **Website:** Stacked logos appear best (max width 80px) and image files only (JPEG, PNG).

For all sponsorships, please sign and upload this agreement and company logo to: www.afsp.org/walksponsors. If mailing payment, upload form and logo electronically and send payment with copy of form to: **AFSP, Attn: OOTD Walks, 199 Water Street, 11th Floor, New York, NY 10038.**

Tax ID and financials at: www.afsp.org/financials. Thank you for your generous support!



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.

Print or type. See Specific Instructions on page 3.	<p>1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank</p> <p>American Foundation for Suicide Prevention</p>	
	<p>2 Business name/disregarded entity name, if different from above</p>	
	<p>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.</p> <p> <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> 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. <input checked="" type="checkbox"/> Other (see instructions) ▶ Nonprofit corporation exempt under IRS Code section 501(c)(3) </p>	<p>4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) 1</p> <p>Exemption from FATCA reporting code (if any) _____</p> <p><small>(Applies to accounts maintained outside the U.S.)</small></p>
	<p>5 Address (number, street, and apt. or suite no.) See instructions</p> <p>199 Water Street, FL 11</p>	<p>Requester's name and address (optional)</p>
	<p>6 City, state, and ZIP code</p> <p>New York, NY 10038</p>	
	<p>7 List account number(s) here (optional)</p>	

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 ▶ 11/23/2021
------------------	----------------------------	---	--------------------------

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-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.