**Walk to Fight Suicide**

# Out of the Darkness™ Community Walks:

 **Sponsorship Opportunities**

**Permian Basin Walk**

**afsp.org/ PermianBasin ** 

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 2022 *Permian Basin Out of the Darkness* Walk, taking place on October 22, 2022 at Memorial Gardens on 42nd in Odessa.

**Why support the *Permian Bain 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! We saw a decrease of almost 6% in 2021!

##### 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.[1](#_bookmark0)

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](#_bookmark1)

Sponsor the **Permian Basin Out of the Darkness 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 2022 sponsorship opportunities and benefits with you in more detail.

For more information, please contact: Amanda Provence, Walk Chairperson

Central Texas Chapter

Permian Basin Out of the Darkness Walk

432-260-3373

AmandaProvence@gmail.com

*Enclosures*

[*2013 Cone Communications/Echo Global CSR Study*](http://www.causemarketingforum.com/site/c.bkLUKcOTLkK4E/b.6448703/k.BB16/Cone.htm)

1. [*Edelman goodpurpose® 2012*](http://www.edelman.com/insights/intellectual-property/good-purpose/about-goodpurpose/executive-summary/)

**Permian Basin Out of the Darkness Community Walk**

**Sponsorship Levels**

**Supporter Sponsor** | Donate $250
Benefits Include:

* Tax-deductible donation & donation receipt
* Your company name on the Permian Basin Out of the Darkness walk website.

**Believer Sponsor** | Donate $500
Benefits Include:.

* Tax-deductible donation & donation receipt
* Your logo on the 2022 Permian Basin walk website that links to your company’s website.
* Your logo on the back of walker t-shirts. In 2021 we had Walkers!
* 2 complimentary Permian Basin Walk t-shirts
* Opportunity to include promotional item in walker gift bags

**Advocate Sponsor** | Donate $1,000
Benefits Include:

* Believer Level Sponsorship Benefits listed Above
* Your company recognized in announcements at event.
* 4 complimentary Permian Basin walk T-shirts
* Opportunity to include promotional item or company coupon in walker gift bags
* Sign at event listing your company as an event sponsor.

**Crusader Sponsor** | Donate $2,500 or more
Benefits Include:

* Believer and Level Sponsorship Benefits listed Above
* 10 complimentary Permian Basin Walk t-shirts
* One onsite presentation at your company’s site about AFSP
* Walk Day Information/Exhibit Table *(subject to application and terms of AFSP Tabling Agreement).*

## Permian Basin Out of the Darkness Community Walk 2022 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:*** **Crusader Level Sponsor** | Donate $2,500+
* **Advocate Level Sponsor** | Donate $1,000
* **Believer Level Sponsor** | Donate $500
* **Supporter Level Sponsor** | Donate $250
 | **OR** | **In-Kind Sponsorship:**Product: *OR* Service: Fair market Value\* (product or service): $ Value Determined by:***\*****Value must be greater than or equal to min. sponsor level cash amount to qualify for sponsor benefits*  |

**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 20th, 2022.

**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, ATTN: OOTD WALKS, 199 Water St, 11th FL, New York, NY 10038

Thank You for Your Generous Support of the American Foundation for Suicide Prevention