Walk to Fight Suicide

Out of the Darkness™ Community Walks:

Sponsorship Opportunities

Southwest Colorado
***Out of the Darkness* Walk**

afsp.org/SWCO

Date: September 24, 2022
Location: Telluride Town Park, Telluride CO
Event Time: 9:00 am - 12:00 pm

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 **2022 Southwest Colorado *Out of the Darkness* Walk** (SWCO), taking place on **September 24th, 2022**. **Why support the Southwest Colorado *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 supporters are passionate about 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] .

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 ***2022 Southwest Colorado 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:

Corinne Cavender
AFSP Colorado Chapter
SWCO Out of the Darkness Walk Chair
616.916.9506
ocbh@tchnetwork.org

Together to **Save Lives** and **Bring Hope** to Those Affected by Suicide!
Together to Honor a Loved One!
Together to Fight Suicide!

[1] *2013 Cone Communications/Echo Global CSR Study*

[2] *Edelman goodpurpose® 2012*

American Foundation for Suicide Prevention
Colorado

OUT OF THE DARKNESS

SPONSORSHIP OPPORTUNITIES & BENEFITS

SOUTHWEST COLORADO (SWCO) OUT OF THE DARKNESS COMMUNITY WALK

Date: September 26, 2021
Location: Telluride Town Park
Event Time: 9:00 am - 12:00 pm

SPONSOR BENEFITS	Platinum Level Sponsor $750+	Gold Level Sponsor $500	Silver Level Sponsor $250	Bronze Level Sponsor $150
Opportunity to display Sponsor Banner at the event (sponsor-provided)	✔			
Opportunity to have Walk Day Information/Exhibit Table* (*subject to AFSP Event Day Terms and Conditions – please inquire with walk chair)	✔	✔		
Your company logo on the Southwest Colorado Walk website (afsp.org/SWCO) that links to your company's website	✔	✔		
Your sponsor logo on the back of Southwest Colorado walker t-shirts	✔	✔	✔	
Opportunity to include promotional item at the Southwest Colorado Walk	✔	✔	✔	
The opportunity to support the nation's leading non-profit organization that gives those affected by suicide a nationwide community empowered by Research, Education and Advocacy to take action against this leading cause of death.	✔	✔	✔	✔
A tax-deductible donation & donation receipt	✔	✔	✔	✔
Your company name on the 2021 Western Slope Walk website (afsp.org/SWCO.)	✔	✔	✔	✔
Sponsor is recognized in announcements at the event	✔	✔	✔	✔

Together to **Save Lives** and **Bring Hope** to Those Affected by Suicide!
Together to Honor a Loved One!
Together to Fight Suicide!

Support the American Foundation for Suicide Prevention!
Sponsor the Western Slope Walk Today! www.afsp.org/swco

Always In Our Hearts

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

American Foundation for Suicide Prevention Colorado

OUT OF THE DARKNESS

SOUTHWEST COLORADO OUT OF THE DARKNESS WALK
2022 SPONSORSHIP AGREEMENT
(9.24.22 TELLURIDE TOWN PARK)

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:

☐ **Platinum Level Sponsor** | Donate **$750+**

☐ **Gold Level Sponsor** | Donate **$500**

☐ **Silver Level Sponsor** | Donate **$250**

☐ **Bronze Level Sponsor** | Donate **$150**

OR

In-Kind Sponsorship: **(to help save costs for AFSP)**

Product: _____

OR Service: _____

Fair market Value* (product or service): $ _____

Value Determined by: _____

**Value must be greater than or equal to minimum sponsor level cash amount to qualify for sponsor benefits*

Additional Options:

☐ Call me, I am interested in forming a team for the event

☐ 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. (*Event Day Information/Exhibit Table subject to AFSP Event Day Terms and Conditions – please inquire with event chair)

Authorized Signature: _____ **Date:** _____

Method of Payment:

☐ Check Enclosed (made payable to AFSP w/ memo: **SWCO**)

☐ Credit card – I will provide contact information for an AFSP representative to reach out to regarding payment:

Cardholder Name: _____

Cardholder Phone Number: _____ Cardholder Email Address: _____

☐ Invoice Required to Process Payment

Completed & Signed Agreement with Logo Due by August 19, 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 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 return this agreement, logo, & payment to:

Email: ocbh@tchnetwork.org PO Box 4178, Telluride, CO 81435

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