AMERICAN FOUNDATION FOR Suicide Prevention

Out of the DARKNESS Walks

2016

Out of the Darkness Community Walk

Sponsorship Opportunities

Save Lives and Bring Hope to Those Affected By Suicide.

Together we can create a culture that's smart about mental health.

AMERICAN FOUNDATION FOR Suicide Prevention

AFSP Provides Programs & Support Locally in Our Communities.

2015 International Survivors of Suicide Loss Day

MORE THAN SAD

ISP

TALK SAVES LIVES

Help us make a difference and create a culture that's smart about mental health.

Suicide and Mental Health Affect Us All

Suicide is a public health issue that does not discriminate across gender, ethnicity, age, or socio-economic lines. With an estimated **one million attempts** and more than **41,000 lives lost to suicide** in the US alone annually, we are all affected by this issue.

By sponsoring one of the Bay Area *Out of the Darkness* Community Walks, you are helping fund vital research into suicide and mood disorders, develop and implement educational programs that save lives, and becoming a part of the movement to change how we address mental health..

About AFSP

The American Foundation for Suicide Prevention (AFSP) is the leader in the fight against suicide. We fund research, create educational programs, advocate for public policy, and support survivors of suicide loss.

The **Greater San Francisco Bay Area Chapter of AFSP** hosts educational activities in our communities, provides educational and prevention tools to our schools, hosts events for those coping with suicide loss, and sponsors events like the *Out of the Darkness* Community Walks that raise the level of dialogue about suicide and mental health.

Out of the Darkness Walks Make an Impact

With almost 400 *Out of the Darkness* Community Walks across the U.S. in 2015 and more than 200,000 participants, our movement is growing significantly each year - ***your business can be a part of this movement to change the walk we think about mental illness and prevent suicides.***

The Bay Area *Out of the Darkness* Community Walks are held each Fall and have grown every year since the Chapter was founded more than a decade ago. Almost 3,500 participants joined us at the local 2015 *Out of the Darkness* Community Walks, with growing numbers of corporate and family teams showing their support.

For more information about the **Greater San Francisco Bay Area Chapter of AFSP**, please visit: www.afsp.org/sfbayarea.

AFSP Northern California: 2471 Solano Ave, Suite 114, Napa, CA 94558
707.968.7563 · Sfbayarea@afsp.org · AFSP 501(c)3 Tax ID# 13-3393329

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Bay Area *Out of the Darkness* Community Walk Details:

San Francisco Walk: Mission Creek Park
Saturday, September 24, 2016

Oakley Walk: Cypress Grove Community Park
Saturday, October 8, 2016

Oakland Walk: Lake Merritt
Saturday, October 15, 2016

Santa Rosa Walk: Howarth Park
Saturday, October 15, 2016

Solano County Walk: Harbor Plaza, Suisun City
Saturday, October 15, 2016

South Bay Walk: Arena Green West
Sunday, October 23, 2016

Save Lives and Bring Hope to Those Affected by Suicide.

We have many different ways for your organization to get involved in the *Out of the Darkness* Community Walks in the Bay Area. Sponsor one walk or several, form an organization or company team, donate to support an employee team, or participate in the walk itself.

Sponsor an *Out of the Darkness* Community Walk – Sponsorship packages are detailed in this packet and help us make the walks a success while getting your business name recognized in the community.

Form a Team – Many organizations, groups, and companies form teams and walk with us to help bring suicide *Out of the Darkness*.

Support Our Walkers – Supporting Walkers with donations, corporate support, and Matching Gifts helps them achieve their goals and furthers your support of AFSP's programs and research.

Walk to Raise Funds. Walk to Honor Loved Ones. Walk to Save Lives.

*** All Donations to AFSP are tax deductible – AFSP is a registered 501(c)3 not-for-profit organization. ***

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2016 Sponsorship Opportunities

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Event Sponsors are an important part of the Bay Area *Out of the Darkness* Community Walks and are an excellent way for your organization to **support the community**, show your concern for our residents and demonstrate your support of mental health initiatives.

Become a Presenting Sponsor of the 2016 Walks

$5,000

Presenting Sponsor Benefits Include: All of the below Platinum Lifesaver benefits, priority listing on all 6 walk pages, individual social media posts on Chapter accounts, highly visible signage at events.

Sponsor Benefits	Platinum Lifesaver All 6 Walks	Gold Lifesaver Single Walk	Silver Lifesaver Single Walk	Bronze Lifesaver Single Walk
Complimentary Event T-Shirts	5	3	2	
Company Signage at Event *(Banner Supplied by Sponsor)*	○			
Recognized on Event Signage Along Route	○	○		
Exhibitor Space Provided at Event	○	○	○	
Logo Included on Event T-Shirt *(Time Permitting)*	○	○	○	○
Logo Included in Event Printed Materials *(Time Permitting)*	○	○	○	○
Logo Displayed on Walk Website	○	○	○	○
Logo Included in Emails and Communications	○	○	○	○
Recognition on Chapter Social Media	○	○	○	○
Recognition at Event	○	○	○	○
Package Cost	$2,500	$1,000	$500	$250

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2016 San Francisco Bay Area *Out of the Darkness* Community Walks Sponsorship Confirmation

We are proud to support the Bay Area *Out of the Darkness* Community Walks for suicide prevention and authorize the Greater San Francisco Bay Area Chapter of AFSP to use our name and/or logo in printed and electronic materials consistent with our sponsorship selection listed below.

Please specify one or more Walk(s) that Your Organization is Sponsoring:

☐ **San Francisco** ☐ **Oakley** ☐ **Oakland** ☐ **Santa Rosa**
☐ **Solano County** ☐ **South Bay**

❑ Presenting Sponsor	$5,000.00
❑ Platinum Lifesaver Sponsor	$2,500.00
❑ Gold Lifesaver Sponsor	$1,000.00
❑ Silver Lifesaver Sponsor	$500.00
❑ Bronze Lifesaver Sponsor	$250.00

❑ We are unable to sponsor, but would like to make a donation of $_____ to support AFSP.

Company Name_____ Website:_____

Contact:_____ Email:_____

Address:_____ City:_____

State:_____ Zip Code:_____

Phone:_____ Other:_____

❑ *Our Check is Enclosed*
❑ *Please Invoice*

***Payment and logos must be received 4 weeks prior** to event date in order to be included on Out of the Darkness Community Walk T-Shirts. Regardless of confirmation date, all Bay Area Walk Sponsors will receive recognition on the walk web pages and at the events themselves in accordance with their sponsorship package selection.*

Please return this completed form and payment to:
AFSP Northern California: 2471 Solano Ave, Suite 114 ● Napa, CA 94558
***Questions?** Please contact* Rayers@afsp.org

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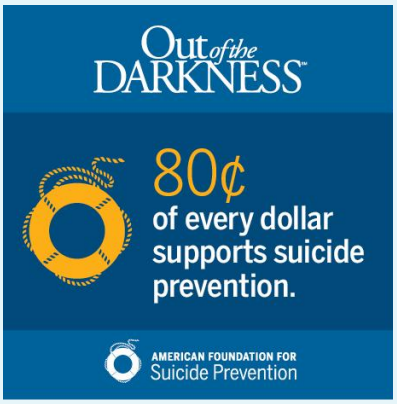
AFSP's Impact in the Bay Area

Founded more than a decade ago by dedicated Volunteers, the Greater San Francisco Bay Area Chapter of AFSP has steadily increased its activities.

Providing resources and educational materials to schools, partnering with other health related organizations for events and presentations, increasing advocacy efforts at the State and Federal levels for increased attention to mental health concerns, the Chapter continues to add value to our local communities *with the help of generous Sponsors, Donors, and Volunteers.*

- Materials and Support for the More Than Sad video program to high schools.
- Interactive Screening Program in use on Bay Area College campuses.
- A toolkit for area schools in the aftermath of a suicide.
- Ten separate Bay Area sites for the International Survivors of Suicide Day healing conference.
- Seven *Out of the Darkness* Community and three *Out of the Darkness* Campus Walks to help reduce stigma.
- Advocacy efforts at both State and Federal levels to increase the emphasis on mental health concerns.



There is Hope. There is Help.

Together We Can Prevent Suicide.

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