

OUT OF THE DARKNESS MYRTLE BEACH AREA COMMUNITY WALK
2016 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:
Lifesaver Level Sponsor | Donate \$5,000
Platinum Level Sponsor | Donate \$2,500
Gold Level Sponsor | Donate \$1,000
Silver Level Sponsor | Donate \$500
Bronze Level Sponsor | Donate \$250

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 Invoice Required to Process Payment
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 August 28, 2016

Logo format for Website (\$500 donation value and above) & T-shirts (\$250 and above): pdf, tif, jpeg, or eps

Please scan and email or mail this agreement, logo, & Website link to MB Walk Co-Chair Valerie White:
ncgopgal@hotmail.com. Questions, please call 336-707-0022

Email: walks@afsp.org | Mail: AFSP, ATTN: OOTD WALKS, 120 Wall Street, 29th Floor, New York, NY 10005.

Thank You for Your Generous Support of the American Foundation for Suicide Prevention!
You are helping save lives in our community. Thank you!

OUT OF THE DARKNESS MYRTLE BEACH AREA COMMUNITY WALK SPONSORSHIP LEVELS

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 back of walker t-shirts!
- Your company's name listed in the event program and walk website.

Silver Level Sponsor | Donate \$500

Benefits Include:

- Bronze Level Sponsorship Benefits listed Above
- 2 complimentary Myrtle Beach Area *Out of the Darkness* Walk t-shirts
- Your company's name on the Walk Sponsorship Banner/Poster
- Your logo on the Myrtle Beach *Out of the Darkness* Walk website that links to your company's website!

Gold Level Sponsor | Donate \$1000

Benefits Include:

- Bronze & Silver Level Sponsorship Benefits listed Above
- Your company recognized in announcements at event
- 4 complimentary Upstate Area *Out of the Darkness* Walk t-shirts
- Your company listed as sponsor in 2 mailings of AFSP SC Chapter eNewsletter. The AFSP SC Chapter eNewsletter has over 5,000 Subscribers!
- Opportunity to provide promotional item or company coupon for participants
- Sign at event listing your company as an event sponsor (**sign provided by sponsor**).

Platinum Level Sponsor | Donate \$2,500

Benefits Include:

- Bronze, Silver & Gold Level Sponsorship Benefits listed Above
- 10 Complimentary Upstate Area *Out of the Darkness* Walk t-shirts
- Your company listed as sponsor in 4 mailings of AFSP SC Chapter eNewsletter.
- One onsite one-hour presentation, Talk Saves Lives, for your company about suicide prevention
- Tent for Your company's walk team at the event!

Lifesaver Level Sponsor | Donate \$5,000

Benefits Include:

- Bronze, Silver, Gold & Platinum Sponsorship Benefits listed Above
- One ½ day safeTALK Training for up to 30 of your employees through the AFSP SC Chapter. Sponsor is responsible for logistical arrangements and AFSP SC Chapter provides certified safeTALK Trainer/s and all materials. For more information, contact Helen Pridgen at hpridgen@afsp.org or 803-552-9318 and visit online <https://www.livingworks.net/programs/safetalk/>.

May 1, 2016

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 Myrtle Beach Area *Out of the Darkness* Walk, taking place on **October 8, 2016** at Broadway at the Beach. The walks raise awareness for suicide prevention as they raise the resources needed to carry out our mission.

Why support the Myrtle Beach *Out of the Darkness* 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.¹

The American Foundation for Suicide Prevention (AFSP) leads the fight against suicide.

AFSP is the leading national not-for-profit exclusively dedicated to understanding and preventing suicide. Funds raised from The *Out of the Darkness* Walks allow us to fund research, create educational programs, advocate for public policy, and support those impacted by suicide. For additional information about AFSP, please visit our website at www.afsp.org.

We look forward to discussing sponsorship opportunities and benefits with you in more detail. Together we can change the conversation about mental health and put a stop to this tragic loss of life. Please do not hesitate to call or email if you have questions. Thank you for your consideration and look forward to working with you! Thank you!

For more information, please contact:

Valerie White, Walk Co-Chairman
AFSP South Carolina Chapter
Out of the Darkness Myrtle Beach Area Walk
336-707-0022
ncgopgal@hotmail.com

Julie Todd, Walk Co-Chairman
AFSP South Carolina Chapter
Out of the Darkness Myrtle Beach Area Walk
843-593-6118
rckgrl7@hotmail.com

Enclosures

¹ [2013 Cone Communications/Echo Global CSR Study](#)



Six walks were held across our state in 2015 and South Carolinians raised more than \$165,000+ to prevent suicide. Sponsorships accounted for 12% of fundraising. Let's do better in 2016!

Your Donations Support

20x25



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Suicide Prevention



RESEARCH

We need to understand the causes of suicide in order to discover the best ways to prevent it.

- This year we've invested over \$3 million dollars in 29 studies—for a total of \$14 million in the past 5 years.
- We are most excited about our first million-dollar study, work that could yield a major innovation: a fast, objective way to identify patients at short-term risk for suicide. The assessment tool would be easy to implement in emergency departments, and it would signal clinicians to take steps to reduce suicide attempts.



PREVENTION & EDUCATION

Once the research is in, we take action to save lives.

- Our Interactive Screening Program is a groundbreaking tool proven to get help to people at risk. Already at work at colleges, police departments, and Fortune 500 companies, with your help we can make it available to more organizations.
- Our *More Than Sad* Program is changing the conversation about mental health in schools, and your help allows us to update the materials and reach more schools.



ADVOCACY & PUBLIC POLICY

We work with Congress to draft legislation to support mental health and suicide research.

- We organize volunteers for Advocacy Day and State Capital Day to encourage Federal and State legislators to take action.
- Our most recent victory was the introduction of the SPRINT Act: Suicide Prevention Research Innovation, which if passed will secure funding for mental health and suicide research.



SUPPORT

When people do lose someone to suicide, we're there to provide support.

- Our Loss & Bereavement Department program supports the International Survivors of Suicide Loss Day, held in 300 cities around the world in order to connect loss survivors to a community of support.
- Our Survivor Outreach Program has developed a network of loss survivors to support others who lose loved ones to suicide.

Thank you for supporting
AFSP's goal to reduce
suicide 20% by 2025!



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SUICIDE: 2016 FACTS & FIGURES

Suicide is a preventable public health problem and a leading cause of death in the United States. More investment in suicide prevention, education and research will prevent the untimely deaths of thousands of Americans each year.

SUICIDE – BASIC FACTS

An American dies by suicide every **12.3 minutes**ⁱ



Americans attempt suicide an estimated

1.1 MILLION
times annuallyⁱⁱⁱ

90% of those who die by suicide had a diagnosable psychiatric disorder at the time of their deathⁱⁱ



In 2014, firearms were the most common method of death by suicide, accounting for nearly half (**49.9%**) of all suicide deaths.



For every **woman** who dies by suicide, more than three **men** die by suicide. Women are 3x more likely to attempt suicideⁱ

Nearly **43,000** Americans die by suicide every year.ⁱ Suicide is the **10th leading cause of death**ⁱ in the United States

- **2nd** leading cause of death for ages 1-44
- **5th** leading cause of death for ages 45-59
- The suicide rate among American Indian/Alaska Native adolescents and young adults ages 15-24 is **1.5 times** the national average



Veterans comprise **22.2%** of suicides^{iv}

SUICIDE – THE COST

\$44
BILLION

The combined medical and work loss costs in the United States each yearⁱ

More than

1.6
MILLION

years of life are lost annually to suicideⁱ

ⁱ 2014 data, released December 2015, CDC Web Based Injury Statistics Query and Reporting System (WISQARS)

ⁱⁱ National Center for Health Statistics for the year 2006

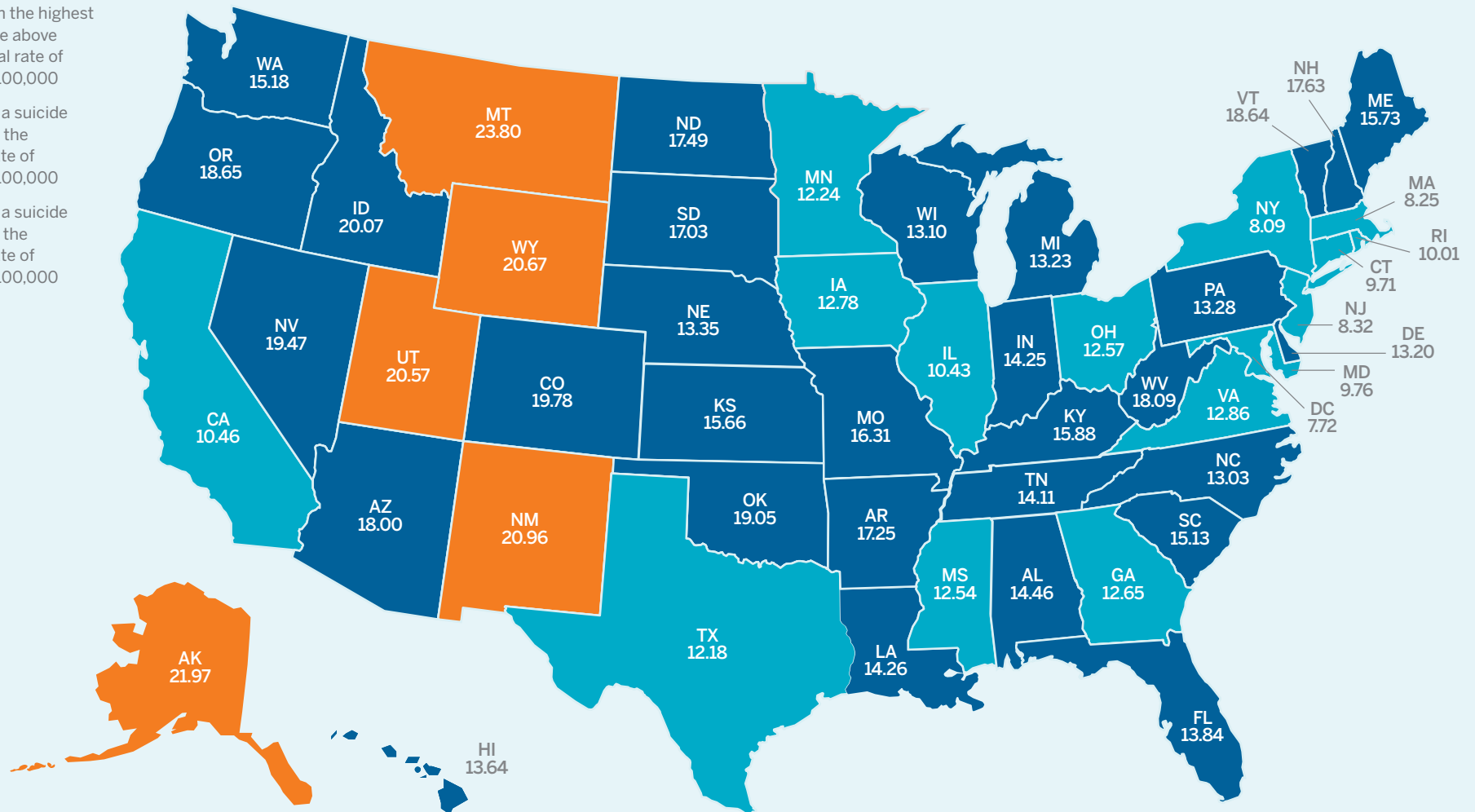
ⁱⁱⁱ Centers for Disease Control and Prevention. Suicide – Facts at a Glance

^{iv} Department of Veterans Affairs 2012 Suicide Data Report



SUICIDE DEATH RATES

- States with the highest suicide rate above the national rate of 12.93 per 100,000
- State with a suicide rate above the national rate of 12.93 per 100,000
- State with a suicide rate below the national rate of 12.93 per 100,000



2014 data, released December 2015, CDC Web Based Injury Statistics Query and Reporting System (WISQARS)



SUICIDE: SOUTH CAROLINA 2016 FACTS & FIGURES

Suicide Death Rates

	Number of Deaths by Suicide	Rate per 100,000 Population	State Rank
South Carolina	753	15.13	23
Nationally	42,773	12.93	



On average, one person dies by suicide **every 11.5 hours** in the state.



Suicide cost South Carolina a total of **\$748,610,000** of combined lifetime medical and work loss cost in 2010, or an average of **\$1,175,213** per suicide death.

IN SOUTH CAROLINA, SUICIDE IS THE...

1st leading cause of death for ages 10-14

2nd leading cause of death for ages 25-34

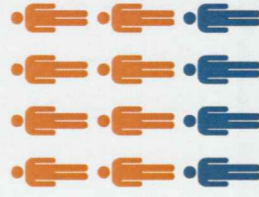
3rd leading cause of death for ages 15-24

4th leading cause of death for ages 35-44

5th leading cause of death for ages 45-54

9th leading cause of death for ages 55-64

More than twice as many people die by suicide in South Carolina annually than by homicide; the total deaths to suicide reflect a total of **14,438** years of potential life lost (YPLL) before age 65.



Based on most recent 2014 data from CDC



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SUICIDE PREVENTION PROGRAMS AND INITIATIVES

- South Carolina's state plan, *The South Carolina Suicide Prevention Plan* was released in 2004 and revised in 2010 through the SC Department of Health and Environment Control (SC-DHEC). In follow-up, a Suicide Prevention Coalition was formed to implement the plan; the Coalition has not been officially active since 2013 when funding was lost for the Coalition's coordinator position.
- American Foundation for Suicide Prevention-SC, Mental Health America-SC, and other stakeholders continue to work collaboratively to grow suicide prevention efforts in the state, despite no dedicated state funding.
- South Carolina law (§59-26-110) requires 2 hours of training in youth suicide awareness and prevention for the renewal of credentials for middle and high school personnel. This was achieved through the adoption of the *Jason Flatt Act* (H. 4690, signed by the Governor 5/14/2012).

GET INVOLVED

The AFSP South Carolina Chapter brings together people of all backgrounds in communities throughout the state to fight suicide. For more information or to volunteer, please contact:

AFSP – SOUTH CAROLINA
southcarolina@afsp.org

BECOME AN ADVOCATE IN SOUTH CAROLINA

AFSP's South Carolina advocacy volunteers build relationships with public officials and advocate on behalf of sound suicide prevention policy.

To get involved, contact:

Nicole Gibson
Director of State Policy & Grassroots Advocacy
ngibson@afsp.org

LEADING THE FIGHT AGAINST SUICIDE

We fund research, offer educational programs, advocate for public policy and support those affected by suicide. Headquartered in New York, AFSP has local chapters in all 50 states.



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Chartered in 2008, the AFSP SC Chapter is expanding programs and activities in South Carolina. For example, in our current FY we have:

- Administered 6 *Out of the Darkness* Walks in key areas of South Carolina with over 2400 participants and currently administering 6 Campus Walks to increase suicide prevention awareness and provide support to those affected by suicide.
- Provided train the trainers on AFSP's "More Than Sad" program for staff of the SC Department of Education and increased the number of prepared trainers statewide to 500+. The SC Chapter has donated over \$50,000 in teen suicide prevention materials.
- Partnered in SC YSPI, the state's new youth suicide prevention initiative, "While I Breathe I Hope," focused on youth and young adults ages 10 to 24. Project will increase reach of More Than Sad to professionals and expand training to peers and parents.
- Funded AFSP's Interactive Screening Program at USC with plans to expand the program to additional colleges in SC.
- Established a Public Policy Committee and increased Field Advocates in South Carolina.
- Participated in AFSP's Advocacy Forum in Washington DC where SC Advocates called on all nine SC Congressional offices to address specific legislation and policy issues.
- Provided AFSP's program, "Suicide Prevention: Saving Lives One Community at a Time" to correctional officers in support to NAMI's Crisis Intervention Training.
- Continued to build relationships with the military and veterans through co-sponsorship of the 3rd Annual VA Mental Health Summit; presentations and exhibits at Fort Jackson with ASAP Program, panel with 81st Regional Support Command, and collaboration with SC National Guard.
- Supported AFSP research through 20% of fundraising - AFSP is the largest private funder of suicide prevention research.
- Launched safeTALK training and AFSP's training, Talk Saves Lives.
- Sponsored or partnered to provide 9 host locations in South Carolina for the annual International Survivors of Suicide Day healing conference.
- Expanded AFSP's Survivor Outreach Program to support those affected by loss.
- Increased partnerships and/or task groups with SC Department of Education, Department of Mental Health, Department of Alcohol and Other Drug Abuse Services, DHEC - SC Violent Death Reporting System, and Veterans Policy Academy.
- Distributed AFSP suicide prevention literature statewide to individuals, organizations and businesses.