AMERICAN FOUNDATION FOR Suicide Prevention

Out of the DARKNESS COMMUNITY WALKS American Foundation for Suicide Prevention

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 2017 Asheville AFSP *Out of the Darkness* Walk, taking place on Sunday, October 8th, 2017 at Carrier Park, off of Amboy Road in Asheville, NC. Check-in for the walk will begin at 1:00 p.m., with a brief opening program beginning at 2:00 p.m. followed by The Walk. The event will end around 4:00 p.m.

In 2016, we had over 215 local citizens join us for the Asheville Out of the Darkness walk and raised more than $18,100 to help prevent suicide.

Why support the Asheville AFSP *Out of the Darkness* Walk?

Every year suicide claims more lives than war, murder, and natural disasters combined. It is estimated that 85% of people in the United States alone will know someone who has died by suicide, and that one out of every five of those losses will be a close friend or relative.

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 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. **Almost 50% of all funds raised for this walk will come back to the Asheville area for suicide prevention education in our schools & for support of those in our area who have lost a loved one to suicide.**

I look forward to discussing our 2017 sponsorship opportunities and benefits with you in more detail.

Sincerely yours,

Bree Pulliam, 2017 Walk Chair
828-772-0074
Bpulliam.afsp@gmail.com
North Carolina AFSP Chapter

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

AMERICAN FOUNDATION FOR Suicide Prevention

Out of the DARKNESS COMMUNITY WALKS
American Foundation for Suicide Prevention

	Exclusivity	Communications & Media Coverage	Networking Opportunities	Event Visibility	Presence at the Walk	POST-EVENT Education & Engagement
DIAMOND $2,500	Only one Sponsor at this level	Company Name in all press releases, media activity, including Social Media; ***PLUS*** hyperlinked Corp Logo on Staff e-signature ***PLUS*** hyperlinked Corp Logo on Walk Webpage	CEO/other Official may serve as Event VIP Ambassador ***PLUS*** Exhibition Space 10x10 area for your Marketing Team (w/ 2 tables/4 chairs) - *May use corporate tent*	Largest Logo on t-shirt *Top Center Position* ***PLUS*** Corporate Executive may Welcome all at Walk w/ Corp. banner on stage ***PLUS*** Company reps may serve as Walk Greeters & wear corp. t-shirts/badges; ***PLUS*** Company may provide brand item or coupon to all walkers at Registration	Tent for your company's walk team at event ***PLUS*** 10 Official Walk T-shirts ***PLUS*** Your company recognized in announcements at event. ***PLUS*** Company name included on 8 "thank you" signs along the walk route ***PLUS*** Logo & website listed on THANK YOU SPONSORS Poster/Banner	One onsite TALK SAVES LIVES Program presentation at your company's site ***PLUS*** Suite of suicide prevention educational brochures for your corporate HR Dept. or Health Clinic (500 brochures)
PLATINUM $1,000		Company Name in all press releases ***PLUS*** hyperlinked Corp Logo on Walk Webpage	CEO/other Official may serve as Event VIP Ambassador ***PLUS*** One Exhibitor/ Vendor Table w/ 2 chairs provided	Logo on t-shirt *premium size/placement* ***PLUS*** Corporate Executive introduced during opening program; may greet crowd ***PLUS*** Company may provide brand item or coupon to all walkers at Registration	4 Official Walk T-shirts ***PLUS*** Your company recognized in announcements at event. ***PLUS*** Company name on 6 "thank you" signs along the walk route ***PLUS*** Logo listed on THANK YOU SPONSORS Poster/Banner	***CHOICE OF:*** One onsite TALK SAVES LIVES Program presentation at your company's site ***OR*** Suite of suicide prevention educational brochures for your corporate HR Dept. or Health Clinic (500 brochures)
GOLD $500		Company Name in all press releases ***PLUS*** hyperlinked Corp Logo on Walk Webpage	One Exhibitor/ Vendor Table w/ 2 chairs provided	Logo on t-shirt ***PLUS*** Company may provide brand item or coupon to all walkers at Registration	2 Official Walk T-shirts ***PLUS*** Your company recognized in announcements at event. ***PLUS*** Company name on 4 "thank you" signs along the walk route ***PLUS*** Company Name Only on THANK YOU SPONSORS Poster/Banner	Suite of suicide prevention educational brochures for your corporate HR Dept. or Health Clinic (250 brochures)
SILVER $250		Company Name in all press releases		Logo on t-shirt	Your company recognized in announcements at event. ***PLUS*** Company name on 2 "thank you" signs along the walk route ***PLUS*** Company Name Only on THANK YOU SPONSORS Poster/Banner	Suite of suicide prevention educational brochures for your corporate HR Dept. or Health Clinic (100 brochures)
BRONZE $150		Company Name in all press releases			Your company recognized in announcements at event. ***PLUS*** Company name on 2 "thank you" signs along the walk route	
Exhibition Table $50					One Exhibitor/ Vendor Table w/ 2 chairs provided	

Every sponsorship comes with the opportunity to support the North Carolina Chapter of the AFSP.

AFSP is the 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.

American Foundation for Suicide Prevention
AFSP Tax ID# 13-3393329

OUT OF THE DARKNESS ASHEVILLE COMMUNITY WALK
2017 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:	**OR**	**In-Kind:**
☐ **Diamond Level Sponsor** | Donate $2,500 ☐ **Platinum Level Sponsor** | Donate $1,000 ☐ **Gold Level Sponsor** | Donate $500 ☐ **Silver Level Sponsor** | Donate $250 ☐ **Bronze Level Sponsor** | Donate $150 ☐ **Exhibitor/Vendor Table** | Donate $50		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

PLEASE DO NOT E-MAIL CC INFO! MUST BE MAILED VIA US POSTAL SERVICE TO:

AFSP, ATTN: OOTD WALKS, 120 Wall Street, 29th FL, New York, NY 10005

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 at AFSP by August 4th, 2017.

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

Please scan and email this agreement, logo, & Website link to:

brhodes@afsp.org *& to* walks@afsp.org

OR

Please mail this form with payment and/or cc info to:

AFSP / ATTN: OOTD WALKS - NC CHAPTER / 120 Wall Street, 29th Floor / New York, NY 10005

AFSP is the 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.

American Foundation for Suicide Prevention

AFSP Tax ID# 13-3393329