AMERICAN FOUNDATION FOR Suicide Prevention

Sponsorship Opportunities

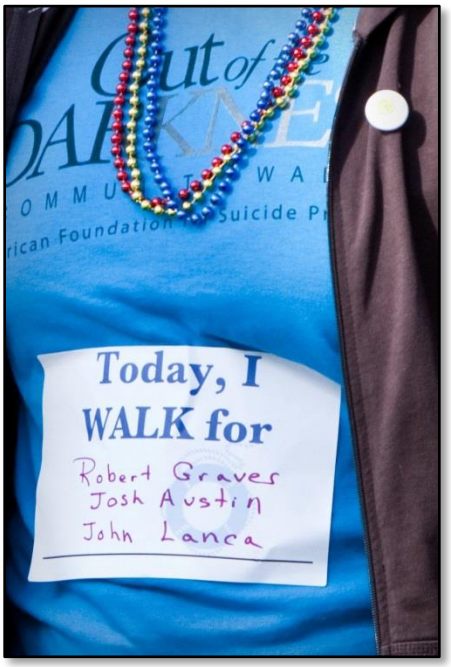
Out of the DARKNESS
COMMUNITY WALKS
American Foundation for Suicide Prevention

2017 Greater Los Angeles Walks
Saturday, October 21st
Santa Monica Pier and/or
Saturday, November 4th
Central Park, Old Town Pasadena

http://www.afsp.org/la

Out of the DARKNESS COMMUNITY WALKS
American Foundation for Suicide Prevention

Suicide is a leading cause of death – and is preventable. Help us reduce the suicide rate 20% by 2025.



About Suicide

It is estimated that an attempt is made every minute, with one million people attempting suicide annually. Suicide is the fourth leading cause of death in the United States among adults 18-65, the second leading cause of death among teens and young adults, and individuals ages 65 and older account for 16 percent of all suicide deaths. Suicide is a public health issue that does not discriminate by age, gender, ethnicity, or socio-economic status.

By becoming an *Out of the Darkness* Community Walk sponsor, you will help raise money for vital research and education programs to prevent suicide and save lives, increase awareness about depression and suicide, and assist survivors of suicide loss.

About AFSP

The **American Foundation for Suicide Prevention** (AFSP) is the leading national not-for-profit organization exclusively 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.

In support of this mission, AFSP engages in the following initiatives:

- ☐ Funds scientific research
- ☐ Offers educational programs for professionals and the public
- ☐ Educates communities about mood disorders and suicide prevention
- ☐ Promotes policies and legislation that impact suicide and prevention
- ☐ Provides programs and resources for at-risk individuals and survivors of suicide loss and involves them in the work of the Foundation

A contribution to AFSP is a good investment! Nearly 83 cents of every dollar raised goes directly to programs for research, education, advocacy, and survivor resources.

About the *Out of the Darkness* Community Walk

Held in hundreds of communities across the U.S. each year, the ***Out of the Darkness* Community Walks** raise money for AFSP's vital programs to prevent suicide and save lives.

The goal of this year's Walk is to not only increase community participation, but also to raise the necessary funds to continue our services in southern California. Every year California loses approximately 4000 people to suicide.

Your support and sponsorship dollars will help take us one step closer to making suicide prevention a **priority** in California and across the nation.

AMERICAN FOUNDATION FOR Suicide Prevention

Sponsorship Levels

Sponsors are encouraged to select the sponsorship level that fits their goals and objectives or we would be glad to create a **customized sponsorship package** that specifically meets your unique needs. For questions, please contact AFSP Los Angeles Area Director Traute Winters at (424) 327-7101 or twinters@afsp.org.

Sponsor Benefit	LIFESAVER Both walks	PLATINUM One Walk	GOLD One Walk	SILVER One Walk	BRONZE One Walk
Complimentary event t-shirt	12	8	6	4	2
Named "Presenting Sponsor" in all event-related marketing	✓				
Sponsor Recognition in walk press release	✓				
Sponsor tent at walk	✓				
AFSP lunch and learn for your employees	✓	✓			
Logo on event-related promotional materials *(time permitting)*	✓	✓			
Walk Day Information/Exhibit Table	✓	✓	✓		
Logo on event registration website with link to sponsor website	✓	✓	✓		
Logo on back of event t-shirt	✓	✓	✓	✓	
Listing in pre– or post– event electronic communications (min 2)	✓	✓	✓	✓	
Listing on event registration website	✓	✓	✓	✓	
Recognition via social media announcements (Twitter, Instagram and Facebook)	✓	✓	✓	✓	✓
PACKAGE COST	**$10,000**	**$3,000**	**$1,500**	**$750**	**$250**

Special sponsorship recognition is also available for major donors of goods and services, depending on the cash value of the donation, including sponsorship of food and beverage. Additional ways your business can support the Los Angeles *Out of the Darkness* Community Walks include: your own company press releases, promotion in social media, your industry trade publications, pre- and post-event mailings to your customers and clients, and more.

OUT OF THE DARKNESS LOS ANGELES COMMUNITY WALKS
2017 SPONSORSHIP AGREEMENT

Please Print

Name/Company: _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Contact Person: _____

Phone: _____ **Email:** _____

Company Website Address: _____

Please select sponsorship option:

Donation:

☐ **Lifesaver Level Sponsor** | Donate $10,000

☐ **Platinum Level Sponsor** | Donate $3,000

☐ **Gold Level Sponsor** | Donate $1,500

☐ **Silver Level Sponsor** | Donate $750

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

☐ **Santa Monica**

☐ **Pasadena**

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 [Friday, September 22nd for Santa Monica and October 6th for Pasadena]

Logo Specifications: 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).

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

Email: twinters@afsp.org | **Mail**: AFSP, Greater Los Angeles Chapter, 2110 Artesia Blvd. Suite 168 Redondo Beach, CA 90278

Thank You for Your Generous Support of the American Foundation for Suicide Prevention!
You are helping save lives in your community. AFSP Tax ID# 13-3393329

IN-KIND GIFT CONFIRMATION

PLEASE PROVIDE THE FOLLOWING INFORMATION:

Walk Location Supporting (City, State) _____

Product Description _____

Fair Market Value ($ amount/product amount) _____

Value Determined By _____

Donor Company _____

Donor Address _____

City _____ **State** _____ **Zip** _____

Phone ( ) _____ **Fax ( )** _____ **Email** _____

Contact Person _____

Title _____

I, _____, certify that to the best of my knowledge, the information above is true, correct, and complete.

Authorized Signature _____ **Date** _____

PLEASE FAX, MAIL, or EMAIL THIS AGREEMENT TO:

The American Foundation for Suicide Prevention
120 Wall Street, 29th Floor
New York, NY 10005
Phone: 888-333-AFSP (2377) * Fax: 212-363-6237 * Email: development@afsp.org

IRS/Tax Deduction Information:
AFSP will furnish the donor with an acknowledgment letter after the delivery and/or provision of the in-kind gift. This receipt can reflect a dollar value for the in-kind gift as communicated to AFSP by the donor using this form. Any transfer documentation that will help to describe and evaluate the gift in-kind will be appreciated. The donor assumes all other responsibilities relating to the tax deductibility of this contribution. The donor should consult professional advisors regarding any tax reporting requirements.

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
American Foundation for Suicide Prevention

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only **one** of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☑ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☐ Other (see instructions) ▶

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any) **1**
Exemption from FATCA reporting code (if any) _____
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
120 Wall Street, FL 29

Requester's name and address (optional)

6 City, state, and ZIP code
New York, NY 10005

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number
			–		–				

or

Employer identification number
1	3	–	3	3	9	3	3	2	9

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here | **Signature of U.S. person ▶** [signature] **Date ▶** 1/26/2017

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.