

**2018 University of Louisville Campus Walk**

**afsp.org/WalkURL**

**April 8, 2018**

**University of Louisville Belknap Campus**

**AFSP.ORG**

[**http://tinyurl.com/UofLOOTDCWalk**](http://tinyurl.com/UofLOOTDCWalk)

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Dear Friend and Community Leaders,

**You can be an everyday hero in the fight against suicide.**

Partner with us as an event sponsor for the 2018 *Out of the Darkness* Campus Walk, taking place on April 8, 2018 at the University of Louisville, Belknap Campus.

**Why support the University of Louisville** ***Out of the Darkness* Campus** **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 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]](#footnote-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]](#footnote-2)

Sponsor the University of Louisville Campus 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 2018 sponsorship opportunities and benefits with you in more detail

For more information, please contact:   
Tracie Meyer, Walk Chairperson  
University of Louisville   
Out of the Darkness Campus Walk   
502-852-5787  
[tracie.meyer@louisville.edu](mailto:tracie.meyer@louisville.edu)

**Out of The Darkness** **University of Louisville CAMPUS Walk**

**Sponsorship Levels**

**Cardinal RED Level Sponsor** | Donate $100

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

☑ Social media shout out on the 2017 University of Louisville Campus Walk sites.

**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

☑ Social media shout out on the 2017 University of Louisville Campus Walk sites

☑ Your logo on the 2018 University of Louisville Campus Walk website that links to your company’s website.

**Silver Level Sponsor** | Donate $500

Benefits Include:

☑ Bronze Level Sponsorship Benefits listed above.

☑ Your logo on the back of walker t-shirts. University of Louisville Campus Walk has 250 Walkers!

☑ 2 complimentary University of Louisville Campus Walk t-shirts

☑ Sign at event listing your company as an event sponsor.

**Gold Level Sponsor** | Donate $1000

Benefits Include:

☑ Bronze & Silver Level Sponsorship Benefits listed above.

☑ Your company recognized in announcements at event.

☑ 4 complimentary University of Louisville Campus Walk t-shirts.

☑ Sign at event listing your company as an event sponsor.

**Platinum Level Sponsor** | Donate $2500

Benefits Include:

☑ Bronze, Silver, & Gold Level Sponsorship Benefits listed above.

☑ 10 complimentary University of Louisville Campus Walk t-shirts.

☑ One onsite presentation at your company’s site about AFSP.

☑ Tent provided by you for your company’s walk team at the event.

☑ Sign at event listing your company as an event sponsor.

**Out of The Darkness university of louisville CAMPUS Walk**

**2018 Sponsorship Agreement**

Please Print

**Name/Company:**

**Mailing Address:**

**City: State: Zip:**

**Contact Name:**

**Phone:** **Email:**

**Company Website Address:**

**Is this a new or returning sponsor? \_\_\_\_\_\_\_\_\_\_\_\_ Please select sponsorship options:**

|  |  |  |
| --- | --- | --- |
| **Cash Sponsorship: □ Platinum Level Sponsor** | Donate $2500  **□ Gold Level Sponsor** | Donate $1000  **□ Silver Level Sponsor** | Donate $500  **□ Bronze Level Sponsor** | Donate $250  **□ Cardinal RED Level Sponsor** | Donate $100 | **OR** | **In-Kind Sponsorship:** Product:  *OR* Service:  Fair market Value\* (product or service): $ Value Determined by:  *\*min* |

**Additional Options:**□ Call me, I am interested in forming a team for the walk   
□ 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.

**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*):

**Completed & Signed Agreement with Logo Due by March 9, 2018**

**Logo Specifications: T-shirt:** Vector file (EPS, PS, PDF)format to ensure logo integrity. **Website: S**tacked 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**: [walks@afsp.org](mailto:walks@afsp.org) | **Mail**: AFSP, ATTN: OOTD WALKS, 120 Wall Street, 29th FL, New York, NY 10005

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

1. [*2013 Cone Communications/Echo Global CSR Study*](http://www.causemarketingforum.com/site/c.bkLUKcOTLkK4E/b.6448703/k.BB16/Cone.htm) [↑](#footnote-ref-1)
2. [*Edelman goodpurpose® 2012*](http://www.edelman.com/insights/intellectual-property/good-purpose/about-goodpurpose/executive-summary/) [↑](#footnote-ref-2)