

Walk to Fight Suicide



2018 Austin Walk Sponsorship Opportunities

afsp.org/austin



American
Foundation
for Suicide
Prevention





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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 2018 Austin *Out of the Darkness* Walk, taking place on November 10, 2018 on the Texas State Capitol Grounds.

Why support the Austin *Out of the Darkness* 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

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

Sponsor the Austin 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. This event benefits AFSP's Central Texas Chapter, which covers 30 counties in Central Texas and provides educational programming, gatekeeper trainings, and outreach events throughout the year.

We look forward to discussing our 2018 opportunities and benefits with you in more detail.

Sincerely,

Kelli Meyer
Austin Walk Chair
512-423-0097
ootdaustin@gmail.com

Enclosures

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

² [Edelman goodpurpose® 2012](#)



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AUSTIN OUT OF THE DARKNESS WALK 2018 SPONSORSHIP LEVELS

Lifesaver Presenting Sponsor | Donate \$10,000 | Benefits Include:

- Your logo listed after “presented by” on walk t-shirts
- Your logo listed after “presented by” on the Austin Walk website, linked to your company’s website
- Opportunity to host an activity of hope and healing at the event, enhancing the on-site experience and engaging one-on-one with walkers
- Designated post on the National AFSP Facebook page (>338,000 followers)
- 12 complimentary walker t-shirts
- All Platinum Sponsor benefits listed below

Platinum Level Sponsor | Donate \$5,000 | Benefits Include:

- Your logo prominently displayed on signage at the event
- Tent & designated tables for your company at the event
- Spotlight article about your company’s support in an issue of the AFSP Central Texas Chapter e-newsletter (distributed quarterly to >8,000 subscribers)
- Four consecutive monthly linked posts on the AFSP Central Texas Chapter Facebook page (>2,000 followers)
- Six complimentary walker t-shirts
- All Gold Level Sponsor benefits listed below

Gold Level Sponsor | Donate \$2,500 | Benefits Include:

- Your company recognized in announcements at the event
- Opportunity to include promotional item or coupon for distribution to walkers
- Your logo linked to your website included in two issues of the AFSP Central Texas Chapter e-newsletter (distributed quarterly to >8,000 subscribers)
- Two linked posts on the AFSP Central Texas Chapter Facebook page (>2,000 followers)
- Four complimentary walker t-shirts
- All Silver Level Sponsor benefits listed below

Silver Level Sponsor | Donate \$1,000 | Benefits Include:

- Your logo on the back of walker t-shirts
- Your logo included in event program
- One linked post on the AFSP Central Texas Chapter Facebook page (>2,000 followers)
- Two complimentary walker t-shirts
- All Bronze Level Sponsor benefits listed below

Bronze Level Sponsor | Donate \$500 | Benefits Include:

- Opportunity to support the nation’s leading non-profit organization dedicated to saving lives and bringing hope to those affected by suicide
- A tax deductible donation & donation receipt
- Your logo on the Austin Walk website, linked to your company’s website
- Opportunity for an on-site presentation at your company’s office about AFSP & suicide prevention

*Interested in a benefit not listed here, or a multi-site sponsorship to include other event cities?
Please call Kelli Meyer at 512-423-0097 to discuss.*



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AUSTIN OUT OF THE DARKNESS WALK 2018 SPONSORSHIP AGREEMENT

Please print clearly and complete this form in its entirety.

Name/Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Phone: _____ Email: _____

Company Website Address: _____

Please select one of two sponsorship options:

Cash Sponsorship:

- Lifesaver Presenting Sponsor | Donate \$10,000
- Platinum Level Sponsor | Donate \$5,000
- Gold Level Sponsor | Donate \$2,500
- Silver Level Sponsor | Donate \$1,000
- Bronze Level Sponsor | Donate \$500

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 (**Form MUST accompany check for processing**) 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 October 5, 2018.

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 return this form via email or mail, along with your logo, to:

Email: ootdaustin@gmail.com | **Mail:** AFSP / Attn: Community Walks, 120 Wall St, 29th Floor, New York, NY 10005

Thank You for Your Generous Support!

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