



**American
Foundation
for Suicide
Prevention**



2018 Washington, D.C. Walk **SPONSORSHIP OPPORTUNITIES**

National Capital Area Presenting Sponsor: \$25,000 *Exclusive*

Presenting sponsorship and benefits for all 2018 National Capital Area Chapter (NCAC) Out of the Darkness Walks: DC, Fairfax, Loudoun, Manassas (5,000+ walkers). To receive all benefits for all four NCAC walks, **deadline is August 1, 2018.**

- “National Capital Area Presenting Sponsor” status for all four 2018 NCAC Out of the Darkness Walks
- “Presented by *Your Logo/Name*” on walk t-shirts
- Ribbon cutting (or equivalent) opportunity at start of each walk
- Promotional tent at Fairfax, Loudoun and Manassas Walks (National Park Service does not allow at Lincoln Memorial)
- All Community Lifesaver benefits

Washington, D.C. Community Lifesaver: \$10,000 *Exclusive*

Leading sponsorship & benefits for the 2018 Washington, D.C. Out of the Darkness Walk (2,000+ walkers)

- Prominent listing as “Washington, D.C. Community Lifesaver” on all walk promotions and branding
- Speaking opportunity during pre-walk program
- 2 Complimentary foursomes at NCAC Golf Tournament (May 2019, \$1,000 value)
- All Diamond Lifesaver benefits

Washington, D.C. Diamond Lifesaver: \$5,000

- Designated post on the National AFSP Facebook page (325,000+ followers)
- Spotlight article in November issue of AFSP NCAC e-newsletter (distributed to 30,000+ e-mails)
- 15 complimentary walk t-shirts
- Complimentary foursome at NCAC Golf Tournament (May 2019, \$500 value)
- All Platinum Lifesaver benefits

Washington, D.C. Platinum Lifesaver: \$2,500

- Walker team tent with signage at walk (must have pre-registered walk team)
- 10 complimentary walk t-shirts
- All Gold Lifesaver benefits

Washington, D.C. Gold Lifesaver: \$1,000

- Recognition during pre-walk event program
- Logo with link to your website listed on walk website
- Logo on walk’s Facebook event page
- Logo in AFSP NCAC e-Newsletter through June 2019 (distributed quarterly to 30,000+ e-mails)
- 4 complimentary walk t-shirts
- All Silver Lifesaver benefits

Washington, D.C. Silver Lifesaver: \$500

- Logo on walk t-shirts (**deadline September 20, 2018**)
- 2 complimentary walk t-shirts
- All Bronze Lifesaver benefits

Washington, D.C. Bronze Lifesaver: \$250

- Logo on walk website
- Logo in printed walk program
- Opportunity for an on-site AFSP presentation or suicide prevention educational program at your company’s office



SPONSORSHIP AGREEMENT

2018 Washington, D.C. **OUT OF THE DARKNESS** Community Walk

October 20, 2018 · Lincoln Memorial
afsp.org/DC

Sponsor Information

Name (as you would like to appear): _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Company Website: _____

Authorized Signature: _____

Cash Sponsorship (check one):

- National Capital Area Presenting Sponsor | \$25,000
- Washington, D.C. Community Lifesaver | \$10,000
- Washington, D.C. Diamond Lifesaver | \$5,000
- Washington, D.C. Platinum Lifesaver | \$2,500
- Washington, D.C. Gold Lifesaver | \$1,000
- Washington, D.C. Silver Lifesaver | \$500
- Washington, D.C. Bronze Lifesaver | \$250
- Other Amount: _____

In Kind Sponsorship*:

Description of Goods or Services: _____

Fair Market Value: _____

**Value must be greater than or equal to sponsor level cash amount to qualify for sponsor benefits*

Additional Options:

- I am unable to sponsor, but please accept this gift: \$ _____
- Please send me information about forming a team for the walk
- I wish to be anonymous
- I was referred by (insert name/team/company): _____

Method of Payment:

- Check enclosed
- Invoice Required
- American Express
- Visa
- MasterCard

Credit Card #: _____

Exp. Date: _____ CVV Code: _____ Billing Zip: _____

Card Holder Name _____ Signature: _____

Checks can be made payable to the American Foundation for Suicide Prevention.

Agreement and Logo Due October 12, 2018

Please Send Agreement, Payment and Logo to:

Ellen Shannon, Area Director
AFSP National Capital Area Chapter · P.O. Box 3467 · Fairfax, VA 22038
eshannon@afsp.org

Tax ID# 13-3393329

Thank you for your support!

