Walk to Fight Suicide

Out of the Darkness™ Community Walks: Sponsorship Opportunities

PHOENIX WALK
NOVEMBER 12, 2022

afsp.org/phoenix

SPONSOR A COMMUNITY WALK

American Foundation for Suicide Prevention | OUT OF THE DARKNESS Community Walks

Why support the **Phoenix** Out of the Darkness Community Walk?

Suicide is the 12th leading cause of death in the Unites States. In 2019, national suicide rates declined in the U.S. for the first time in two decades and rates continued to decline in 2020. With your support, we'll be one step closer to achieving our bold goal to reduce the national suicide rate 20% by 2025.

The American Foundation for Suicide Prevention leads the fight to stop suicide. Funds raised from the Out of the Darkness Walks allow AFSP to invest in research, create educational programs, advocate for public policy, and support survivors of suicide loss.

Build your brand's goodwill by supporting a cause everyone can get behind. Our participants are passionate supporters of AFSP's mission to save lives and bring hope to those affected by suicide, with 78% of online registrants indicating a personal investment in prevention. Plus, 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 and show our community you're a voice for suicide prevention. To recognize your support, we have developed a variety of options to elevate your brand awareness and align your business with a good cause! For information about sponsor levels and benefits, please see the enclosed Sponsor Opportunities & Benefits and Sponsor Agreement. Thank you for your consideration. We look forward to partnering with you to save lives!

With Hope,

Amber Hoffert,
Phoenix Walk Chair
480-332-1420
asondreal@gmail.com

[1] *2013 Cone Communications/Echo Global CSR Study*
[2] *Edelman goodpurpose® 2012*

2022 SPONSOR OPPORTUNITIES & BENEFITS

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	PLATINUM (Presenting) $10,000	GOLD $5,000	SILVER $2,500	BRONZE $1,000
PRE-EVENT				
Website Recognition	Logo & Link	Logo & Link	Logo	Logo
T-Shirt Recognition	Logo	Logo	Logo	Name
E-Mail Recognition	Logo & Link (Minimum of 4 emails to database)	Logo (Minimum of 2 emails to database)	Name (Minimum of 2 emails to database)	None
Social Media Recognition	3 Mentions	2 Mentions	1 Mention	None
Opportunity to Speak at Rally or Kick-Off (if applicable)	Yes	No	No	No
EVENT DAY				
Complimentary Walk T-Shirts	8 Shirts	5 Shirts	3 Shirts	2 Shirts
Space at Event	Opportunity to set up booth. *(AFSP to provide tent, table and two chairs.)*	Opportunity to set up booth. *(AFSP to provide tent, table and two chairs.)*	Opportunity to set up booth. (Sponsor to provide own table/chairs/etc.)	Opportunity to set up booth. (Sponsor to provide own table/chairs/etc.)
Recognition on Sponsor Banner	Logo (priority placement)	Logo	Logo	Name
On-Site Check Presentation	Yes	No	No	No
Event Announcements	Yes	Yes	Yes	Yes
ADDITIONAL BENEFITS				
Talk Saves Lives Presentation Opportunity	2 Presentations	1 Presentation	No	No

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

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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 (REQUIRED)_____ **Date** _____

Name/Company: _____

Mailing Address:_____

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

Contact Name:_____ **Title:**_____

Phone: _____ **Email:** _____

Company Website Address: _____

Sponsorship Selection:
☐ Platinum Sponsor | Donate $10,000
☐ Gold Sponsor | Donate $5,000
☐ Silver Sponsor | Donate $2,500
☐ Bronze Sponsor | Donate $1,000

Additional Options:
☐ I am unable to sponsor, but please accept this gift of: $_____
☐ I am making an in-kind gift If you are donating goods or services, please complete the enclosed In-Kind Donation Form. In-kind gifts must have a fair-market cash value of $250+ to qualify for sponsor benefits.
☐ I wish to be anonymous
☐ Please contact me about forming a Walk Team
☐ I was referred by (name/company): _____

Payment Method
☐ Check
Make Payable to: American Foundation for Suicide Prevention or AFSP
Mail with this form to: AFSP, Attn: OOTD Walks, 199 Water Street, 11th Floor, New York, NY 10038
☐ Credit Card
Secure credit card payments can be made at www.afsp.org/walksponsors
☐ Invoice Requested (invoices will be sent to email provided above)

Processing Instructions
Completed and signed agreement with logo due October 15th.

Logo specifications: T-shirt: Vector files (EPS, PS, PDF) to ensure logo integrity. Website: Stacked logos appear best (max width 80px) and image files only (JPEG, PNG).

Sponsors can sign agreement, upload logos, and pay by credit card at www.afsp.org/walksponsors.

Tax ID, W-9 and financials at: www.afsp.org/financials.

Thank you for your generous support!

2022 IN-KIND DONATION FORM

American Foundation for Suicide Prevention | OUT OF THE DARKNESS

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Donor Information

Donor Name/Company: _____

Mailing Address:_____

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

Contact Name:_____ **Title:**_____

Phone: _____ **Email:** _____

Gift Information

Item(s) Donated: _____

Description: _____

_____

_____

Restrictions (e.g. – exp date): _____

Fair Market Cash Value: $_____
**Donations with a fair-market cash value of $250+ may qualify for sponsor benefits. All in-kind donations receiving sponsor benefits must be approved by walk chair and area director.*

Additional Options:
☐ My gift has a fair market value of $1,000 and I wish to receive sponsor benefits.
☐ I wish to be anonymous
☐ Please contact me about forming a Walk Team
☐ I was referred by (name/company): _____

Processing Instructions and Important Details
Inkind Gift Delivery: *Please contact Amber Hoffert at asondreal@gmail.com to coordinate delivery.*

Sponsor Deadline: *Completed and signed agreement due by October 15th to qualify for benefits.*

Logo specifications: T-shirt: Vector files (EPS, PS, PDF) to ensure logo integrity. Website: Stacked logos appear best (max width 80px) and image files only (JPEG, PNG).

Authorized Signature: _____

IRS/Tax Deduction Information: AFSP will provide 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.

Thank you for your generous support!