



# WALK WITH US

## TO PREVENT SUICIDE

### Out of the Darkness™ Community Walks: Sponsorship Opportunities

September 9, 2023

West Jordan  
Veterans Memorial Park

[afsp.org/slc](https://afsp.org/slc)



American  
Foundation  
for Suicide  
Prevention



OUT OF THE  
DARKNESS  
Community Walks

# Become a Salt Lake Community Walk Sponsor



Today, support for mental health is needed more than ever and we are asking you to join us in the movement to prevent suicide. With your help, the Utah Chapter will be able to maximize our mission impact by reaching and serving more people through our lifesaving programs and resources.

## Why Support the Salt Lake Walk?

Suicide is the 12<sup>th</sup> leading cause of death in the United States, and the suicide rate continues to rise. Promising news is that a 2022 [Harris Poll](#) revealed that 75% of adults in the U.S. believe it is more important than ever to make suicide prevention a national priority. Your support will help bring [our work](#) to our local communities, while showing your customers and employees that you care about mental health and preventing suicide. YOU can help us create a culture that is smart about mental health.

**We lose over 600 Utahns each year to suicide and many more are struggling with mental health and access to treatment.**

## Join Us in the Movement to Prevent Suicide

To recognize your support, we have developed a variety of options to elevate your brand awareness and align your business with an important cause. For information about sponsor levels and benefits, please see the enclosed **Sponsor Benefits** and **Sponsor Agreement**. *We are happy to work with you to meet your specific sponsorship needs.*

Thank you for your consideration. We look forward to partnering with you to save lives!

**For more information, please contact:**

Taryn Hiatt  
[thiatt@afsp.org](mailto:thiatt@afsp.org)  
385-497-1680

# Taking Action To Save Lives

## The Issue

Since 1987, the American Foundation for Suicide Prevention (AFSP) has been working to save lives and bring hope to those affected by suicide. As the nation's leading volunteer-led organization dedicated to understanding and preventing suicide, our efforts have generated significant advancements in the fight against the 12th leading cause of death in the U.S. Through our network of 74 chapters nationwide AFSP has made an impact in communities by developing and funding suicide prevention research, education, advocacy, and loss support programs and initiatives.

## Advancing Innovative Solutions Through Research

Founded as a research organization dedicated to exploring how to save lives, now AFSP is the largest private funder of suicide prevention research, shaping suicide prevention strategies around the world.

Each year, AFSP welcomes a broad range of grant applications from a diverse group of researchers. We create optimum impact by: funding innovative new research through our research grants program, building a research community by recruiting, training, and guiding researchers, and sharing our findings with a general audience to increase understanding.

In 2021 alone, AFSP funded \$6.44 million in new research grants and have a total investment of \$23.7 million in all current research studies.

To learn more about AFSP's Research Connection, visit: [afsp.org/research](https://afsp.org/research)

## Advocating for Suicide Prevention

AFSP's Public Policy team mobilizes volunteer Field Advocates across the country at the federal, state, and local levels urging public officials to prioritize suicide prevention and mental health legislation.

Our efforts this fiscal year resulted in the successful passage of six federal bills and 43 state bills centering on mental health and suicide prevention. AFSP also played a leading role in supporting the passage of the National Suicide Hotline Designation Act, which made 988 the universal three-digit phone number for the suicide prevention and mental health crisis hotline.

To learn more about AFSP's Advocacy efforts, visit: [afsp.org/advocacy](https://afsp.org/advocacy)

## AFSP at Work in Utah

Our Utah Chapter volunteers delivered 85 AFSP Programs across our state reaching 3500 Utahns with resources and support to help save lives.



We raised \$350,000 at our annual Out of the Darkness Walks in 2022.



Join us on February 23, 2023 for our 7th annual State Capitol Day!



Our Chapter is actively engaged in the following programs in Utah:

- Project 2025
- Supporting Loss Survivors
- Community Events
- Circle of Hope

## Educating Communities

AFSP's evidence-informed prevention education and partnership programs help inform people on what leads someone to consider suicide, how to spot warning signs and talk safely and compassionately to those they care about, connect people to help and resources, and support at-risk individuals following an attempt.

Our signature education program, Talk Saves Lives: An Introduction to Suicide Prevention, helps participants understand the health, historical, and environmental factors that put individuals at risk, behaviors to look for, and how to get help for someone in a suicidal crisis. AFSP also offers a variety of programs modified to meet all aspects of the community, including: veterans, LGBTQ+, youth and young adult, BIPOC populations, and more.

To learn more about AFSP's Education Programs, visit:

[afsp.org/talk-saves-lives](https://afsp.org/talk-saves-lives)

## Supporting Loss Survivors

AFSP provides compassion and understanding to help loss survivors heal. Initiatives like our Healing Conversations program gives those who have lost someone to suicide the opportunity to talk with our trained volunteers, who have experienced suicide loss themselves.

Additionally, AFSP hosts events across the country and around the world for International Survivors of Suicide Loss Day, where survivors of suicide loss come together to find connection, understanding, and hope through their shared experiences. This past year 142 events took place in 21 different countries.

To learn more about AFSP's Loss Support Programs and Resources, visit:

[afsp.org/ive-lost-someone](https://afsp.org/ive-lost-someone)

## Reducing the Suicide Rate 20% by 2025

The American Foundation for Suicide Prevention launched Project 2025 with the bold goal of reducing the annual suicide rate 20% by 2025.

To do so, we assembled the top minds in the field and used dynamic data modeling to determine which prevention methods could have the greatest impact. Based on those initial findings, we identified four critical areas to save the most lives in the shortest amount of time: Firearms, Healthcare Systems, Emergency Departments, and Corrections Systems.

Together, we are mobilizing institutions, associations and individuals in a collective effort to employ evidence-based practices and research to drive policy, increase understanding of mental health, and save lives.

To learn more about AFSP's Project 2025, visit: [afsp.org/project2025](https://afsp.org/project2025)

## How Your Donation Helps AFSP Prevent Suicide

### \$10

Distributes 25 AFSP wristbands to build awareness and open conversation around mental health

### \$50

Provides AFSP suicide prevention education material to 25 people

### \$100

Brings It's Real: Teens and Mental Health education program to a local high school

### \$250

Enables AFSP to recruit and train a volunteer Field Advocate to educate elected officials about suicide prevention

### \$500

Trains a new Survivor of Suicide Loss support group facilitator

### \$1,000

Provides funds for youth suicide prevention outreach and programming

### \$2,000

Hosts a Research Connection event in a local community to share the important role AFSP funded research plays in preventing suicide

### \$5,000

Places AFSP's groundbreaking interactive Screening Program (ISP) at institutions of higher education, medical schools, health care systems, and workplaces

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### For more information, contact:

Taryn Hiatt Area Director Utah  
199 Water St., 11th Floor  
New York, NY 10038  
385.497.1680

[thiatt@afsp.org](mailto:thiatt@afsp.org)

# Sponsorship Benefits

	Regional Lifesaver Sponsor	Champion Sponsor	Hope Sponsor	Advocate Sponsor	Prevention Sponsor	Support Sponsor
<b>Print/Online/In-Person</b>	<b>\$25k</b>	<b>\$10k</b>	<b>\$5000</b>	<b>\$2500</b>	<b>\$1000</b>	<b>\$500</b>
Sponsorship and benefits for <b>ALL</b> Walks. <a href="#">Salt Lake</a> , <a href="#">Cedar City</a> , <a href="#">St. George</a> , <a href="#">Vernal</a> , <a href="#">Price</a> , <a href="#">Northern Utah</a> , <a href="#">Central Utah</a>	√					
Sponsorship of chapter-wide presentation of AFSP educational program (e.g. Talk Saves Lives)*	√					
<b>Logo Featured on Digital Billboards Along I-15</b>	√					
Prominent listing in Walk e-blasts	<b>ALL WALKS</b>	√				
Listing in AFSP <b>Utah</b> e-Newsletter (distributed to 30,000+ e-mails)	√	√	√	√		
Thank you posts on IG and Facebook	<b>5+</b>	<b>3</b>	<b>2</b>	<b>1</b>		
Logo/name with link to sponsor's website listed on Walk page	<b>ALL WALKS</b>	<b>Top placement for 3 walks</b>	<b>Top placement for 1 walk</b>	<b>2<sup>nd</sup> tier placement for 1 walk</b>	<b>3<sup>rd</sup> tier placement for 1 walk</b>	<b>4<sup>th</sup> tier placement for 1 walk</b>

\* Program to take place prior to **12/31/23**

\*\* Must contact [Taryn Hiatt](#) by **5/1/23** for more information.

Logo/name placement opportunities on printed items are subject to production deadlines AFSP reserves the right to substitute any benefits listed for a benefit of equal value

# Sponsorship Benefits, cont.

	Regional Lifesaver Sponsor	Champion Sponsor	Hope Sponsor	Advocate Sponsor	Prevention Sponsor	Support Sponsor
Day-of Event	\$25k	\$10k	\$5000	\$2500	\$1000	\$500
Speaking opportunity during Walk's opening ceremony	ALL WALKS	3 WALKS	1 WALK			
Sponsor Team has opportunity at start of each Walk to greet walkers	√	3 WALKS	1 WALK			
Sponsor promotional tent <u>OR</u> activity area sponsorship (e.g. Family Activity sponsored by your logo/name) at each Walk***	√	3 WALKS	1 WALK			
Logo on route signage at each Walk	√	3 WALKS	1 WALK			
Walk Team tent with signage at each Walk****	√	3 WALKS	2 WALKS	1 WALK		
Recognition during Walk's opening ceremony	√	√	√	√	√	√
Logo/name on Sponsor banner <i>Deadline to receive this benefit is August 15, 2023</i>	Top placement for ALL walks	Top placement for # of walks	Top placement for 1 walk	2 <sup>nd</sup> tier placement for 1 walk	NAME 3 <sup>rd</sup> tier placement for 1 walk	NAME 4 <sup>th</sup> tier placement for 1 walk
Logo/name on Walk t-shirts <i>Deadline to receive this benefit is August 4, 2023</i>	Top placement for ALL walks	Top placement for # of walks	Top placement for 1 walk	2 <sup>nd</sup> tier placement for 1 walk	NAME 3 <sup>rd</sup> tier placement for 1 walk	NAME 4 <sup>th</sup> tier placement for 1 walk
Complimentary Walk t-shirts	50	25	15	10	5	2

\*\*\* Subject to application and terms of [Utah Chapter](#) Tabling Agreement

\*\*\*\* Must have pre-registered Walk Team by [6/1/23](#)

Logo/name placement opportunities on printed items are subject to production deadlines AFSP reserves the right to substitute any benefits listed for a benefit of equal value

# A la carte Benefits

The benefits listed below are completely separate from the benefit table above. The amounts are only for the benefit listed.



**Start/Finish Line Sponsor - \$250 –  
limit to 2 sponsors**

Start/Finish Line area will say “Sponsored by **{company name}**”

**Photobooth Sponsor - \$250 – limit to 2 sponsors –  
Photobooth area will say “Sponsored by **{company name}**”**

**Merch Table Sponsor - \$150 – limit to 3 sponsors –  
Merch table area will say “Sponsored by **{company name}**”**

**Food/Drink Area Sponsor - \$100 –  
limit to 3 sponsors**

Food/Drink Area will say “Sponsored by **{company name}**”

# What It Can Look Like for You Digital

Your Logo on Walk Landing Page And Email Campaigns

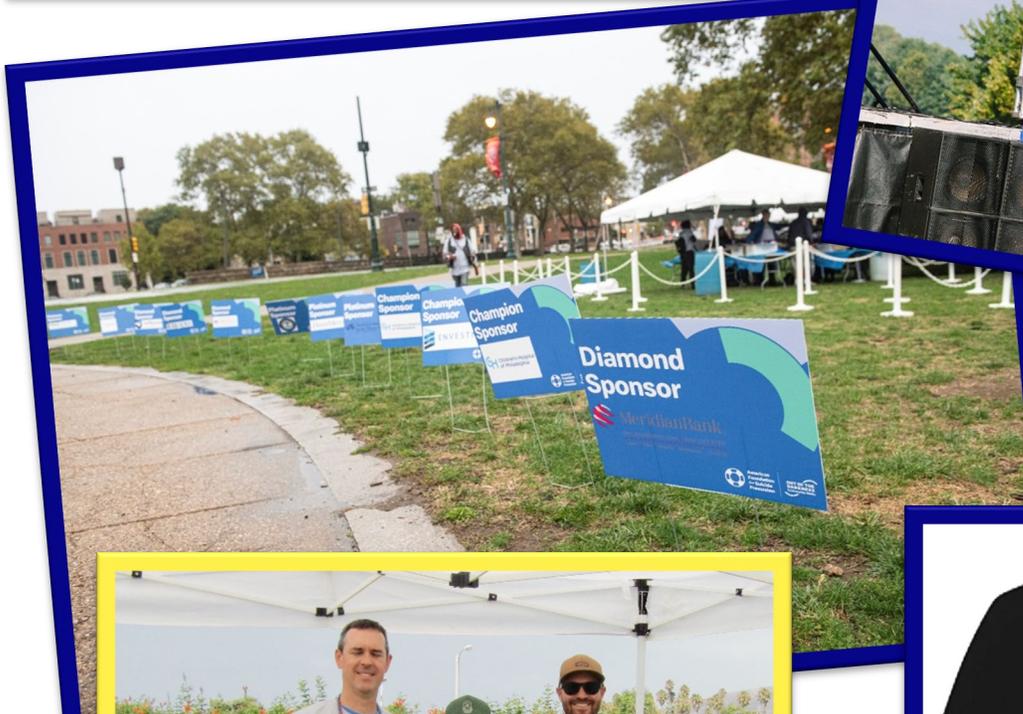


## Social Media Posts



# What It Can Look Like for You

## On-Event



# Start a Team!



**We love our sponsors. We love our teams. So we REALLY love our sponsor teams!**

In addition to the benefits previously outlined, the Salt Lake Walk can help you set-up your team(s) and bring your support to a whole new level of engagement with your employees, customers, friends, family members, and your local communities. For team information contact [afspslcwalk@gmail.com](mailto:afspslcwalk@gmail.com)

## Regional Sponsors

Regional Sponsors are invited to have their very own team page like the ones below! This is a wonderful way to have multiple teams in one place, encourage some healthy competition, and to show your dedication to the cause to all of your employees.

### Taking Steps to Save Lives

Join Humana SALUTE, Caregivers and GenUs Network Resource Groups as we cultivate health in recognition of National Suicide Prevention Month and World Suicide Prevention Day. Align with Humana associate volunteers and thrive together. Join your local Humana volunteer team at the Out of The Darkness Community Walk near you.

We recognize that in 2021, research found that 30,177 active duty personnel and veterans who served in the military after 9/11 have died by suicide - compared to the 7,057 service members killed in combat in those same 20 years. That is, military suicide rates are four times higher than deaths that occurred during military operations. Equally as alarming and unfortunate are the statistics that point to Veterans being at 50% higher risk of suicide than their peers who have not served. Since 2006, there has been an 86% increase in suicide rate among 18-to-34 year old male veterans. By 2030, the total of veteran suicides will be 23x higher than the number of post-9/11 combat deaths.

We are on a mission to impact this tragic epidemic through community partnerships in education, inclusion and recognition. Volunteer to support your local community walk by contacting the team captain. Join us as we walk Out of The Darkness, together.

Register for one of our teams by clicking a [Join Our Team](#) button below.

#### HOW TO REGISTER?

Click here to view a [step-by-step guide](#).

<p><b>Humana SALUTE NRG</b> Louisville Walk</p> <p><a href="#">JOIN OUR TEAM</a></p>	<p><b>Humana SALUTE NRG</b> Miami Walk</p> <p><a href="#">JOIN OUR TEAM</a></p>	<p><b>Humana</b> Greater Houston Area Walk</p> <p><a href="#">JOIN OUR TEAM</a></p>	<p><b>Humana SALUTE NRG</b> Jacksonville Walk</p> <p><a href="#">JOIN OUR TEAM</a></p>
<p><b>Humana</b> St Louis Walk</p> <p><a href="#">JOIN OUR TEAM</a></p>			

\$525.00 Raised

Goal \$5,000.00

#### Our Impact

\$525.00 Raised 22 Participants 5 Teams

\$0.00 Raised

Goal \$25,000.00



Greenbrook is collaborating with AFSP to help stop suicide. Click your walk below to join a Greenbrook team to help support AFSP's mission

#### Anchorage Walk

September 11, 2021

[REGISTER](#)

#### Ventura County Virtual Walk

September 18, 2021

[REGISTER](#)

#### St. Louis Walk

September 26, 2021

[REGISTER](#)

#### Loudoun Walk

September 26, 2021

[REGISTER](#)

#### Salem-Roanoke Walk

October 2, 2021

[REGISTER](#)

#### Cleveland Walk

October 9, 2021

[REGISTER](#)

#### St. Petersburg Walk

October 9, 2021

[REGISTER](#)

#### Metro Detroit Walk

October 16, 2021

[REGISTER](#)

#### Portland Oregon Virtual Walk

October 16, 2021

[REGISTER](#)

#### San Diego Walk

October 16, 2021

[REGISTER](#)

# SPONSOR AGREEMENT

## Salt Lake Community Walk

This form, logo upload (if applicable), and payments can be completed online through the payment method links below.

- |  |   |
|--|---|
| <input type="checkbox"/> Lifesaver Sponsor   Donate \$25,000 | <input type="checkbox"/> Advocate Sponsor   Donate \$2500   |
| <input type="checkbox"/> Champion Sponsor   Donate \$10,000  | <input type="checkbox"/> Prevention Sponsor   Donate \$1000 |
| <input type="checkbox"/> Hope Sponsor   Donate \$5,000       | <input type="checkbox"/> Support Sponsor   Donate \$500     |

A la Carte Option: \$ \_\_\_\_\_

### Payment Methods

#### Invoice Needed

- Request an invoice and upload your logo (if your sponsorship level includes a logo) at [afsp.org/invoicerequest](https://afsp.org/invoicerequest)

#### Check

- Fill out form online and upload your logo (if your sponsorship level requires a logo) at [afsp.org/checksponsor](https://afsp.org/checksponsor)
- Make Payable to: American Foundation for Suicide Prevention or AFSP
- Mail check with this or online form to: AFSP, Attn: OOTD Walks, 199 Water Street, 11<sup>th</sup> Floor, New York, NY 10038

#### Credit Card

- To make a secure credit card payment, complete this form electronically and upload your logo (if your sponsorship level requires a logo) go to [afsp.org/ccsponsor](https://afsp.org/ccsponsor)

**Logo Instructions:** 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). **Logo is due by August 4, 2023**

### Complete the Information Below If Sending a Check or Instructed to Do So by AFSP Contact

(Please Print) Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone (with Area Code): \_\_\_\_\_

Email: \_\_\_\_\_ Company Website: \_\_\_\_\_

*I hereby authorize the American Foundation for Suicide Prevention and Out of the Darkness Walks to include our corporate name and/or logo on all "Out of the Darkness" materials consistent with our sponsorship selection and publication dates.*

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Tax ID and financials at: [www.afsp.org/financials](https://www.afsp.org/financials).

Thank you for your generous support!

# IN-KIND DONATION FORM

## Salt Lake Community Walk

You may go to [afsp.org/inkindsponsor](https://afsp.org/inkindsponsor) to complete the information below online and/or upload your logo (if applicable)

Please Type or Print Legibly

### Donor Information

Donor Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

### Gift Information

Item(s)/Services 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

### Additional Options

My gift(s) has a fair-market value of **\$250+** and I wish to receive Sponsor Benefits

### Processing Instructions & Important Deadlines

- **In-Kind Gift Delivery:** Please contact Taryn Hiatt at [thiatt@afsp.org](mailto:thiatt@afsp.org) to coordinate delivery
- **Sponsor Deadline: September 1, 2023.** Email signed agreement & logo to [thiatt@afsp.org](mailto:thiatt@afsp.org)
- **Sponsor T-Shirt Deadline: August 1, 2023**

***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.*

TAX ID# 13-3393329

***Thank You for Your Support!***

# Request for Taxpayer Identification Number and Certification

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

▶ Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	<p><b>1</b> Name (as shown on your income tax return). Name is required on this line; do not leave this line blank</p> <p><b>American Foundation for Suicide Prevention</b></p>	
	<p><b>2</b> Business name/disregarded entity name, if different from above</p>	
	<p><b>3</b> Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.</p> <p><input type="checkbox"/> Individual/sole proprietor or single-member LLC</p> <p><input type="checkbox"/> C Corporation</p> <p><input type="checkbox"/> S Corporation</p> <p><input type="checkbox"/> Partnership</p> <p><input type="checkbox"/> Trust/estate</p> <p><input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____</p> <p><b>Note:</b> Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.</p> <p><input checked="" type="checkbox"/> Other (see instructions) ▶ <b>Nonprofit corporation exempt under IRS Code section 501(c)(3)</b></p>	<p><b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) <b>1</b></p> <p>Exemption from FATCA reporting code (if any) _____</p> <p><i>(Applies to accounts maintained outside the U.S.)</i></p>
	<p><b>5</b> Address (number, street, and apt. or suite no.) See instructions</p> <p><b>199 Water Street, FL 11</b></p>	<p>Requester's name and address (optional)</p>
	<p><b>6</b> City, state, and ZIP code</p> <p><b>New York, NY 10038</b></p>	
	<p><b>7</b> List account number(s) here (optional)</p>	

**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 instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

<b>Social security number</b>									
			-			-			
<b>or</b>									
<b>Employer identification number</b>									
1	3	-	3	3	9	3	3	2	9

**Part II Certification**

Under penalties of perjury, I certify that:

- 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
- 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
- I am a U.S. citizen or other U.S. person (defined below); and
- 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 for Part II, later.

<b>Sign Here</b>	Signature of U.S. person ▶		Date ▶ <b>05/13/2021</b>
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## General Instructions

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

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

### 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, later.*