

Out of the Darkness™ Madison Indiana Walk : **Sponsorship Opportunities**

2023 Madison Out of the Darkness Walk

afsp.org/madisonin



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 Madison Out of the Darkness Walk taking place on *Saturday, September 23, 2023*. Our mission to **Save Lives and Bring Hope to Those Affected by Suicide** would not be possible without the community engagement. 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 Indiana Chapter will be able to maximize our mission impact by reaching and serving more people through our lifesaving programs and resources.



Why support the Out of the Darkness Walk and AFSP Indiana?

Our community has always been the heart of the Out of the Darkness Walks. We will use our voices and share our stories to provide hope. Sponsor the 2023 Madison Out of the Darkness Walk and show our community that you're a voice for suicide prevention.

Suicide is the 12th 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.

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. 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.

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. Sponsor the 2023 Madison Walk and show our community that you're a voice for suicide prevention.

Companies and organizations are also encouraged to make a walk team for the 2023 Madison Out of the Darkness Walk. You can learn more about the event and make a walk team for free at afsp.org/madisonin.

The American Foundation for Suicide Prevention (AFSP) leads the fight against suicide.

Funds raised from the Out of the Darkness Walk will allow us to fund research, create educational programs, advocate for public policy, and support survivors of suicide loss.

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

For more information, please contact:

Kelsey Aaron
Indiana Area Director
317-864-6074
kaaron@afsp.org

Learn more about the Indiana Chapter: afsp.org/indiana

American Foundation for Suicide Prevention

AFSP Tax ID# 13-3393329; All financial and non-profit information at AFSP.org/Financials

Your Support at Work

The American Foundation for Suicide Prevention is a voluntary health organization that gives those affected by suicide a nationwide community empowered by research, education, and advocacy to take action against this leading cause of death. Our mission is to **save lives and bring hope to those affected by suicide**. With chapters in all 50 states, AFSP leads the charge in:



Support

Providing support through initiatives like the Survivor Outreach Program, which connects trained loss survivors with people whose grief is recent, and events across the country for International Survivors of Suicide Loss Day. The Interactive Screening Program, available for schools, workplaces, and other organizations, provides an anonymous way to engage with counselors, for those least likely to seek help.



Education

Delivering evidence-based suicide prevention programs to schools, communities and workplaces, showing people how to recognize signs of distress and connect those suffering with help. Our Talk Saves Lives™ program has helped over 60,000 people since 2016. More Than Sad has taught over a million students and educators how to be smart about mental health.



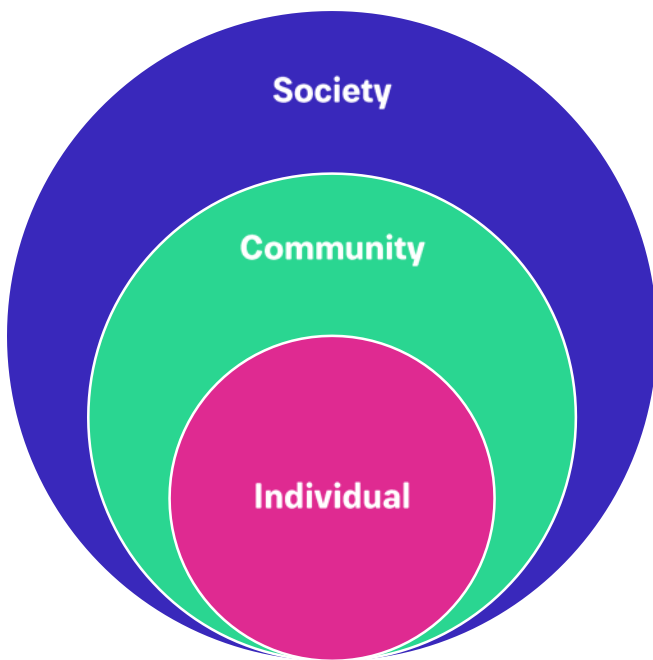
Research

Discovering better ways to prevent suicide through research. Findings from our studies have shaped prevention efforts around the world. Since 1987, the organization has funded more than 552 research grants totaling more than \$34 million.



Advocacy

Pushing for key federal and state legislation, such as mandatory suicide prevention training for clinicians and educators, and funding for mental health resources, with the help of over 20,000 volunteer advocates across the country.



In order to fulfill our mission, AFSP **invests in prevention at multiple levels to make a long-term impact.**

- AFSP is a national, statewide, and local organization recognizing that change must happen at the **individual, community, and societal levels** in order to fight suicide.
- AFSP's work is **driven by science** and supports **evidence-based change** across all contexts.
- By supporting AFSP, you are supporting a grassroots organization dedicated to **saving lives and bringing hope to those affected by suicide in your community, in your state, and across the country.**

Madison Out of the Darkness Walk 2023 Sponsorship Levels



American
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Prevention Sponsor | Donate \$500

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
- Tax-deductible donation & donation receipt
- Your logo on the 2023 Madison Out of the Darkness Walk website
- Your logo posted on the Facebook Event Page
- Your logo on the 2023 Madison Walk Shirt (Madison has over 400+ participants)
- Your logo included in e-blast communications with past and current participants
- 5 (total) complimentary Madison Out of the Darkness Walk t-shirts

Advocate Sponsor | Donate \$1,000

Benefits Include:

- Prevention Level sponsorship benefits listed above
- Recognition as a program sponsor for AFSP Presentation and/or Mental Health Suicide Prevention Program
- A complimentary virtual Talk Saves Lives Workplace Training for your company (dates and times subject to trainer availability)
- Recognition as a sponsor during Madison Out of the Darkness Ceremony
- Opportunity to include promotional item in walker gift bag
- 10 (total) complimentary Madison Out of the Darkness Walk t-shirts

Connection Sponsor | Donate \$2,500

Benefits Include:

- Prevention and Advocate Level sponsorship benefits listed above
- Your company recognized in announcements at event
- Your company listed as sponsor in 2 mailings of Madison Out of the Darkness Walk with 3,000 subscribers
- 30 second mission moment to be posted on the Madison Walk Website
- 2 featured mentions on @afspindiana social platforms
- 15 (total) complimentary Madison Out of the Darkness Walk t-shirts

Hope Sponsor | Donate \$5,000

Benefits Include:

- Prevention, Advocate and Support Level sponsorship benefits listed above
- Dedicated mission moment email sent by sponsor to Indiana Database with over 30,000 subscribers
- 1 complimentary virtual Talk Saves Lives Workplace Training per quarter (4 total)
- Your logo posted to the Indiana Chapter website (afsp.org/Indiana) as a supporter until the end of September (9/30/23)
- 5 (total) featured mentions on @afspindiana social platforms
- 20 (total) complimentary Madison Out of the Darkness Walk t-shirts

Champion Sponsor | Donate \$10,000+

Benefits Include:

- Prevention, Advocate, Support and Hope Level sponsorship benefits listed above
- Your logo posted to the Indiana Chapter website (afsp.org/Indiana) as a supporter until the end of the year (12/31/2023)
- 10 featured mentions on @afspindiana social platforms
- Your company listed as sponsor in 4 mailings of Madison Out of the Darkness Walk with 3,000 subscribers
- 25 (total) complimentary Madison Out of the Darkness Walk t-shirts

Lifesaver Sponsor | Donate \$25,000+

Benefits Include:

- Custom sponsorship developed collaboratively with sponsor and Indiana Chapter.

In-Kind Sponsor | Benefits include (with minimum value of \$500)

- 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
- Tax-deductible donation and donation receipt
- Your logo on the 2023 Madison Out of the Darkness Walk website

***Must have logo and signed sponsorship agreement turned in by Friday August 18, 2023 to be on the t-shirt.**



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2023 MADISON OUT OF THE DARKNESS WALK SPONSORSHIP AGREEMENT

Name/Company _____ Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Phone: _____ Email: _____

Company Website Address: _____

Please select one of two sponsorship options:

<p>Donation:</p> <p><input type="checkbox"/> Lifesaver Level Sponsor Donate \$25,000+</p> <p><input type="checkbox"/> Champion Level Sponsor Donate \$10,000</p> <p><input type="checkbox"/> Hope Level Sponsor Donate \$5,000</p> <p><input type="checkbox"/> Connection Level Sponsor Donate \$2,500</p> <p><input type="checkbox"/> Advocate Level Sponsor Donate \$1,000</p> <p><input type="checkbox"/> Prevention Level Sponsor Donate \$500</p>	OR	<p>In-Kind:</p> <p>Product OR Service: _____</p> <p>Fair Market Value (product or service): \$ _____</p> <p>Value Determined by _____</p>
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Additional Options:

- Call me, I am interested in forming a team for the walk
- Unable to sponsor, but please accept this donation \$ _____

***A gift of any dollar amount is appreciated and helps bring free AFSP programs and resources to our community.**

***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:

- Check Enclosed**
Make checks payable to AFSP or American Foundation for Suicide Prevention with "Madison Out of the Darkness Walk" in memo
 - Invoice required to process payment**
If an invoice is required to process payment, please complete this sponsorship form and indicate that you need an invoice.
 - Credit Card**
If paying by CC, a secure link will be shared with you to pay online once the signed agreement is submitted.
- Phone Number: _____ Best Time(s) to reach you: _____

Agreement and Logo Due by Friday, August 18, 2023*

Please scan and email this *signed* agreement, logo and website link to kaaron@afsp.org or upload this signed agreement and company logo to www.afsp.org/walksponsors.

If mailing sponsorship payment, please include a signed copy of the sponsorship form and send to the Indiana Chapter:
AFSP Indiana 14350 Mundy Drive Suite 800-199 Noblesville, IN 46060

Logo format: pdf, tif, jpeg, or eps

- Sponsor t-shirts will be available on-site the day of the walk based on product availability. Should we have limited quantity, we will mail the shirts at a later date.

Shirt Size for Sponsorship Donation					
Lifesaver Level \$25,000+	Champion Level \$10,000	Hope Level \$5,000	Connection Level \$2,500	Advocate Level \$1,000	Prevention Level \$500
Custom Connect with Area Director	25 complimentary shirts	20 complimentary shirts	15 complimentary shirts	10 complimentary shirts	5 complimentary shirts
Size: S <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL <input type="checkbox"/> 2XL <input type="checkbox"/> 3XL <input type="checkbox"/> 4XL <input type="checkbox"/> 5XL <input type="checkbox"/>					

Thank you for your generous support of the American Foundation for Suicide Prevention! You are helping save lives in your community.

Request for Taxpayer Identification Number and Certification

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

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

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

Social security number									
or									
Employer identification number									
1	3	-	3	3	9	3	3	2	9

Part II Certification

Under penalties of perjury, I certify that:

1. 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
2. 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
3. I am a U.S. citizen or other U.S. person (defined below); and
4. 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.

Sign Here	Signature of U.S. person ▶	Date ▶ 06/24/2022
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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.

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.