Out of the Darkness™ Community Walks: Sponsorship Opportunities

Atlanta Out of the Darkness Walk
Sunday, November 5th, 2023

www.afsp.org/Atlanta
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 Georgia Chapter will be able to maximize our mission impact by reaching and serving more people through our lifesaving programs and resources.

**Why Support the Atlanta Out of the Darkness Walk**

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.

**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:**

Kristen Petillo  
Georgia Chapter Area Director  
kpetillo@afsp.org
Suicide Data: Georgia

Suicide is a public health problem and leading cause of death in the United States. Suicide can also be prevented – more investment in suicide prevention, education, and research will prevent the untimely deaths of thousands of Americans each year. Unless otherwise noted, this fact sheet reports 2020 data from the CDC, the most current verified data available at time of publication (March 2022).

12th leading cause of death in Georgia

- 3rd leading cause of death for ages 10-24
- 3rd leading cause of death for ages 25-34
- 4th leading cause of death for ages 35-44

- 8th leading cause of death for ages 45-54
- 13th leading cause of death for ages 55-64
- 18th leading cause of death for ages 65+

58.09% of communities did not have enough mental health providers to serve residents in 2021, according to federal guidelines.

Over four times as many people died by suicide in 2019 than in alcohol related motor vehicle accidents.

The total deaths to suicide reflected a total of 32,953 years of potential life lost (YPLL) before age 65.

49% of firearm deaths were suicides.

63% of all suicides were by firearms.

Suicide Death Rates

<table>
<thead>
<tr>
<th></th>
<th>Number of Deaths by Suicide</th>
<th>Rate per 100,000 Population</th>
<th>State Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgia</td>
<td>1,491</td>
<td>13.69</td>
<td>34</td>
</tr>
<tr>
<td>Nationally</td>
<td>45,979</td>
<td>13.48</td>
<td></td>
</tr>
</tbody>
</table>

See full list of citations at afsp.org/statistics.
Georgia's Impact in 2022

Your support helps save lives

With chapters in all 50 states, AFSP is leading the fight in suicide prevention. Our mission is to save lives and bring hope to those affected by suicide. We do so by creating a culture that’s smart about mental health through education and community programs, research, advocacy, and support for those affected by suicide. Thank you for the important work you are doing to support suicide prevention.

<table>
<thead>
<tr>
<th>30</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education programs delivered</td>
<td>Out of the Darkness™ Walks</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>278</th>
<th>3</th>
<th>7,200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteers donating their time to #StopSuicide</td>
<td>International Survivors of Suicide Loss Day Events</td>
<td>Social media followers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1,182</th>
<th>37</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advocates who are fighting for local and federal policy change</td>
<td>New research grants awarded internationally, made possible through chapter fundraising efforts</td>
</tr>
</tbody>
</table>

afsp.org/Georgia

afspGeorgia  afsp_ga  afspga  afsp_ga
# Sponsorship Benefits

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Presenting Sponsor</th>
<th>Premier Sponsor**</th>
<th>Grand Sponsor**</th>
<th>Lifesaver Sponsor</th>
<th>Champion Sponsor</th>
<th>Hope Sponsor</th>
<th>Empower Sponsor</th>
<th>Advocate Sponsor</th>
<th>Friend of AFSP Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Sponsor for all AFSP Georgia Fall 2023 Community Out of the Darkness Walks</td>
<td>✓</td>
<td></td>
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</tr>
<tr>
<td>Opportunity to speak during the opening ceremony at the Atlanta Out of the Darkness Walk</td>
<td>✓</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Official sponsor of the Hope and Healing Experience</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo placement on walk route signage</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor logo listed on all printed, promotional materials for the Atlanta Walk</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor booth opportunity; 10x10 tent, table, and chairs provided by AFSP</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor booth opportunity; 10x10 tent, table and chairs provided by sponsor</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Sponsorship of chapter-wide presentation of AFSP Prevention Education Program (e.g. Talk Saves Lives)***</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>One Prevention Education program delivered virtually to sponsor company associates***</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor Feature: 30 second mission moment to be shared on AFSP Georgia social media pages***</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor logo listed on email outreach to AFSP Georgia Chapter constituents</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor Logo listed on walk t-shirts</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor logo and link to company website listed on the walk website at <a href="http://www.afsp.org/Atlanta">www.afsp.org/Atlanta</a></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complementary Atlanta Walk t-shirts</td>
<td>50</td>
<td>35</td>
<td>25</td>
<td>15</td>
<td>10</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

* Presenting Sponsorship (1) Available  
** Industry exclusivity  
*** Programs will be delivered during CY 2023 - 2024  
**** 30 second mission moment to be created and submitted by sponsor

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.
**SPONSOR AGREEMENT**

**Atlanta Out of the Darkness Community Walk**

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

- Presenting Sponsor | Donate $50,000
- Premier Sponsor | Donate $35,000
- Grand Sponsor | Donate $25,000
- Lifesaver Sponsor | Donate $15,000
- Champion Sponsor | Donate $10,000
- Hope Sponsor | Donate $5,000
- Empower Sponsor | Donate $2,500
- Advocate Sponsor | Donate $1,000
- Friend of AFSP Sponsor | Donate $500

**Payment Methods**

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

- **Check**
  - Fill out form online and upload your logo (if your sponsorship level requires a logo) at [afsp.org/checksponsor](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, 11th 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](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 October 5th, 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](www.afsp.org/financials).

Thank you for your generous support!
IN-KIND DONATION FORM

Atlanta Out of the Darkness Community Walk

You may go to 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 $500+ may qualify for Sponsor Benefits

Additional Options

☐ My gift(s) has a fair-market value of $500+ and I wish to receive Sponsor Benefits

Processing Instructions & Important Deadlines

• In-Kind Gift Delivery: Please contact Kristen Petillo at kpetillo@afsp.org to coordinate delivery
• Sponsor Deadline: October 29th, 2023. Email signed agreement & logo to kpetillo@afsp.org
• Sponsor T-Shirt Deadline: October 5th, 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!
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 Atlanta 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 Kristen Petillo at kpetillo@afsp.org.

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.
## Request for Taxpayer Identification Number and Certification

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

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

### 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.

<table>
<thead>
<tr>
<th>Social security number</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

**or**

<table>
<thead>
<tr>
<th>Employer identification number</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-39339-39</td>
</tr>
</tbody>
</table>

### Part I: 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 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 not subject to backup withholding because you have not reported 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 retirement arrangements (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

<table>
<thead>
<tr>
<th>Signature of U.S. person</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Signature]</td>
<td>02/01/2023</td>
</tr>
</tbody>
</table>

### 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-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.