



WALK WITH US

TO PREVENT SUICIDE

Out of the Darkness™ Community Walks:
Sponsorship Opportunities

Capital Region NY Chapter
Fall 2024

afsp.org/crny



American
Foundation
for Suicide
Prevention



OUT OF THE
DARKNESS
Community Walks

Become a Capital Region NY 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 Capital Region NY Chapter will be able to maximize our mission impact by reaching and serving more people through our lifesaving programs and resources.

Why Support the Capital Region NY Chapter

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:

Missy Stolfi
Area Director
mstolfi@afsp.org
518-791-1544

Dan Egan
Board Chair
degan@albany.edu
518-376-0101

WALK WITH US TO PREVENT SUICIDE

Capital Region NY Events Fall 2024

North Country Walk 9/15
Olympic Oval Lake Placid, NY

Capital Region Walk for R.I.T.A. 9/22
Orenda Pavilion Saratoga Springs, NY

Schenectady Walk 10/6
Central Park Schenectady, NY

Columbia Greene Walk 10/13
Henry Hudson Park Hudson, NY



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Presenting Sponsor \$20,000

Marketing Benefits:

- Sponsor benefits at all 4 Chapter Walks.
- Sponsorship of chapter-wide presentation of AFSP educational program
 - (e.g. Talk Saves Lives, L.E.T.S. Save Lives, or Its Real Teens and Mental Health).
- Company logo included on Save the Date postcard.
- Complimentary table/ticket/invite to spring chapter event in 2024 or 2025.
- Prominent listing in Weekly Walk e-blast.
- Listing in AFSP Capital Region NY Chapter's Monthly Newsletter.
- Thank you posts on Capital Region NY Instagram and Facebook.
- Company logo with link to Company's website on Walk page.
- Dedicated press release announcing partnership.
- Recognition in post Walk Thank You email.

Day of Benefits:

- Benefits at all 4 Chapter Walks
- Recognition during opening ceremony.
- Speaking opportunity during Walk's opening ceremony.
- Ribbon cutting (or equivalent) opportunity at start of Walk.
- Logo signage on walk route.
- Walk Team area with provided company banner.
- Opportunity to have an informational table.
- Logo on Sponsor banner.
 - Deadline to receive this benefit - 2 Weeks prior to earliest walk.
- Logo on Walk t-shirt.
 - Deadline to receive this benefit - 1 Month prior to earliest walk.
- Up to 50 complimentary walk shirts from walk of your choice.

Champion Sponsor \$10,000

Marketing Benefits:

- Sponsor benefits at choice of 2 Chapter Walks.
- Sponsorship of chapter-wide presentation of AFSP educational program (e.g. Talk Saves Lives, L.E.T.S. Save Lives, or Its Real Teens and Mental Health).
- Prominent listing in Weekly Walk e-blast.
- Listing in AFSP Capital Region NY Chapter's Monthly Newsletter.
- Thank you posts on Capital Region NY Instagram and Facebook.
- Company logo with link to Company's website on Walk page.
- Dedicated press release announcing partnership.
- Recognition in post Walk Thank You email.

Day of Benefits:

- Benefits at choice of 2 Chapter Walks
- Recognition during opening ceremony.
- Speaking opportunity during Walk's opening ceremony.
- Logo signage on walk route.
- Walk Team area with provided company banner.
- Opportunity to have an informational table.
- Logo on Sponsor banner.
 - Deadline to receive this benefit - 2 Weeks prior to earliest walk.
- Logo on Walk t-shirt.
 - Deadline to receive this benefit - 1 Month prior to earliest walk.
- Up to 25 complimentary walk shirts from walk of your choice.

Hope Sponsor \$5,000

Marketing Benefits:

- Sponsor benefits at choice of 1 Chapter Walk.
- Prominent listing in Weekly Walk e-blast.
- Listing in AFSP Capital Region NY Chapter's Monthly Newsletter.
- Thank you posts on Capital Region NY Instagram and Facebook.
- Company logo with link to Company's website on Walk page.
- Recognition in post Walk Thank You email.

Day of Benefits:

- Benefits at choice of 1 Chapter Walk.
- Recognition during opening ceremony.
- Speaking opportunity during Walk's opening ceremony.
- Opportunity to have an informational table.
- Logo signage on walk route.
- Logo on Sponsor banner.
 - Deadline to receive this benefit - 2 Weeks prior to earliest walk.
- Logo on Walk t-shirt.
 - Deadline to receive this benefit - 1 Month prior to earliest walk.
- Up to 20 complimentary walk shirts from walk of your choice.

Support Sponsor \$2,500

Marketing Benefits:

- Sponsor benefits at choice of 1 Chapter Walk.
- Listing in AFSP Capital Region NY Chapter's Monthly Newsletter.
- Thank you posts on Capital Region NY Instagram and Facebook.
- Company logo with link to Company's website on Walk page.
- Recognition in post Walk Thank You email.

Day of Benefits:

- Benefits at choice of 1 Chapter Walk.
- Recognition during opening ceremony.
- Opportunity to have an informational table.
- Logo signage on walk route.
- Logo on Sponsor banner.
 - Deadline to receive this benefit - 2 Weeks prior to earliest walk.
- Logo on Walk t-shirt.
 - Deadline to receive this benefit - 1 Month prior to earliest walk.
- Up to 15 complimentary walk shirts from walk of your choice.

Advocate Sponsor \$1,000

Marketing Benefits:

- Sponsor benefits at choice of 1 Chapter Walk.
- Listing in AFSP Capital Region NY Chapter's Monthly Newsletter.
- Thank you posts on Capital Region NY Instagram and Facebook.
- Company logo with link to Company's website on Walk page.

Day of Benefits:

- Benefits at choice of 1 Chapter Walk.
- Recognition during opening ceremony.
- Opportunity to have an informational table.
- Logo signage on walk route.
- Logo on Sponsor banner.
 - Deadline to receive this benefit - 2 Weeks prior to earliest walk.
- Logo on Walk t-shirt.
 - Deadline to receive this benefit - 1 Month prior to earliest walk.
- Up to 10 complimentary walk shirts from walk of your choice.

Prevention Sponsor \$500

Marketing Benefits:

- Sponsor benefits at choice of 1 Chapter Walk.
- Listing in AFSP Capital Region NY Chapter's Monthly Newsletter.
- Thank you posts on Capital Region NY Instagram and Facebook.

Day of Benefits:

- Benefits at choice of 1 Chapter Walk.
- Recognition during opening ceremony.
- Logo signage on walk route.
- Logo on Sponsor banner.
 - Deadline to receive this benefit - 2 Weeks prior to earliest walk.
- Logo on Walk t-shirt.
 - Deadline to receive this benefit - 1 Month prior to earliest walk.
- Up to 10 complimentary walk shirts from walk of your choice.

A la carte Benefits

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



Photo Giveaway Sponsor - \$1,500 – limit to 1 sponsor

Capital Region Walk for R.I.T.A. only

Sponsor logo will appear on all team photos printed at the event

Start Line Sponsor - \$500 – limit to 2 sponsors

Starting area will display signage saying “Sponsored by”

Photobooth Area Sponsor - \$300 – limit to 4 sponsors

Photobooth area will say “Sponsored by”

Kindness Sponsor - \$250

**Company logo on Walk Shirt &
Logo sign displayed on Walk Route**

Sign Sponsor - \$150

Logo sign displayed on Walk Route

SPONSOR AGREEMENT

Select Walk(s) to sponsor below

Capital Region Walk for R.I.T.A. - Saratoga Springs
North Country Walk - Lake Placid

Columbia-Greene Walk
Schenectady Walk

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

Lifesaver Sponsor | Donate \$20,000

Advocate Sponsor | Donate \$1,000

Champion Sponsor | Donate \$10,000

Prevention Sponsor | Donate \$500

Hope Sponsor | Donate \$5,000

Support Sponsor | Donate \$2,500

Ala Carte Option _____ | Donate _____

Payment Methods

Invoice Needed

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

Check

- Fill out form online and upload your logo (if your sponsorship level requires a logo) at 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

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 minimum of 4 weeks prior to selected walk(s)**

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.

Thank you for your generous support!

IN-KIND DONATION FORM

Select Walk(s) to sponsor below

Capital Region Walk for R.I.T.A. - Saratoga Springs
North Country Walk - Lake Placid

Columbia-Greene Walk
Schenectady 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 may qualify for Sponsor Benefits*

Additional Options

If my gift qualifies I wish to receive Sponsor Benefits

Processing Instructions & Important Deadlines

- **In-Kind Gift Delivery:** Please contact capitalregionny@afsp.org to coordinate delivery
- **Sponsor Deadline: 9/1/2024** Email signed agreement & logo to capitalregionny@afsp.org
- **Sponsor T-Shirt Deadline: 9/1/24 or 4 weeks prior to selected walk**

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 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><i>(Applies to accounts maintained outside the U.S.)</i></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:

- 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.

Sign Here	Signature of U.S. person ▶		Date ▶ 05/13/2021
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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.