

WALK WITH US TO PREVENT SUICIDE

**2024 Washington, D.C.
Out of the Darkness™ Walk:
Sponsorship Opportunities**

October 19th • Lincoln Memorial
afsp.org/DC

BECOME A COMMUNITY WALK SPONSOR



You can be a hero in the fight to stop suicide.

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 American Foundation for Suicide Prevention (AFSP) National Capital Area Chapter (NCAC) will be able to maximize our mission impact by reaching and serving more people through our lifesaving programs and resources.

Why support the Washington, D.C. Out of the Darkness Community Walk?

- Mental health affects everyone *AND* everyone can help create a culture that is smart about mental health.
- Suicide is the 11th leading cause of death in the U.S. and, while the suicide rate continues to rise, there is hope because suicide is preventable.
- We have a strong and resilient community that's united in our effort to fight suicide, raise awareness, educate, and support those who have lost loved ones and/or have lived experience.
- With your help, we can save lives

We need your help!

The AFSP leads the fight against suicide. Funds raised allow us to fund innovative research, create and implement educational programs, advocate for public policy, and support local initiatives for suicide loss survivors.

We look forward to discussing our chapter engagement opportunities and benefits with you in more detail.

For more information, please contact:

Kelly Mahoney, *Special Events Manager*

National Capital Area Chapter

American Foundation for Suicide Prevention

email: kmahoney@afsp.org

phone: 571-329-0229

Your Support Helps Save Lives

afsp.org/NCAC

2024 AFSP Chapter of the Year!

The National Capital Area Chapter is honored with AFSP's "Chapter of the Year: Large Market" award in recognition of the outstanding achievements of all our volunteers, donors, sponsors, community partners, and supporters who serve our mission to save lives and bring hope to those affected by suicide in Washington, D.C., Northern Virginia, and beyond!

2023 Impact: National Capital Area Chapter

Education



135 Programs Delivered
5,794 Participants

Loss & Healing



6 Survivor Day Events
9 Healing Conversations
88 Participants

Volunteerism



1,000+ Volunteers
dedicating
time to #StopSuicide

Out of the Darkness Walks™



4 Community Walks
4 Campus Walks
3,000+ Participants

Research

\$ 9.1M Invested
27 New Studies



made possible
by chapters

Advocacy



706 Chapter Advocates
fighting for policy change
✓ **Virginia State Capitol Day**
✓ **D.C. Advocacy Day**

Paws for Prevention



47 Participants
(not including furry friends)

Social Media

13,000+ Followers



With chapters in all 50 states, D.C., and Puerto Rico, AFSP is leading the fight for suicide prevention. We create a culture that is smart about mental health through educational and community programs, research, advocacy, and support for those impacted by suicide. Thank you for your lifesaving support!



American
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for Suicide
Prevention

National
Capital Area

SPONSORSHIP OPPORTUNITIES

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American Foundation for Suicide Prevention
email: kmahoney@afsp.org
phone: 571-329-0229

National Capital Area
Presenting Sponsor
\$50,000 *Exclusive*

D.C.
Community Sponsor
\$25,000 *Exclusive*

D.C.
Champion Sponsor
\$15,000

D.C.
Hope Sponsor
\$10,000

D.C.
Support Sponsor
\$7,500

D.C.
Advocate Sponsor
\$5,000

D.C.
Prevention Sponsor
\$2,500

Friend of AFSP
\$1,000

SPONSOR BENEFITS*

Sponsorship and benefits for all NCAC *Out of the Darkness* Community Walks ^{A-1}
Deadline to guarantee benefits for all Community Walks is 8/23/24, and 8/2/24 for t-shirts



Top-billing logo placement on all NCAC Walk t-shirts, websites, and e-blasts



Dedicated press release announcing sponsorship



Ribbon cutting (or equivalent ceremonial gesture) at start of each NCAC Walk



Promotional tent OR sponsorship of event area at each NCAC Walk ^{A-2}



Prominent logo placement on Walk t-shirt, website, and e-blasts



Logo on Walk's inflatable arch at start line



Dedicated article featuring your support shared on the NCAC's website and social media



Speaking opportunity during Walk's opening ceremony



Special recognition in post-Walk thank you email



Exclusive sponsorship of NCAC community-wide presentation of an AFSP educational or loss & healing program ^{A-3}



Recognition by emcee during Walk's opening ceremony



Promotional tent OR sponsorship of event area at Walk ^{A-2}



Promotional table at Walk ^{A-4}



Logo on the NCAC website (through 12/31/2024)



30-second "mission moment" video on NCAC website, social media, and Walk website ^{A-5}



Team tent with signage at Walk ^{A-6}



Promotional table at the NCAC [Lifesavers Appreciation Celebration](#) (April 19, 2024)



Logo in NCAC's "2024 year-in-review" e-newsletter



30-second "mission moment" video on NCAC social media and Walk website ^{A-5}



* Please see "Appendix: Sponsor Benefit Details" for more information, rules, and restrictions.



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D.C.
Prevention Sponsor
\$2,500

Friend of AFSP
\$1,000

SPONSOR BENEFITS*

Team table with signage at Walk A-6	✓	✓	✓	✓	✓	✓		
Post with sponsor's logo on NCAC's social media	✓	✓	✓	✓	✓	✓		
Logo with link to sponsor's website on Walk website	✓	✓	✓	✓	✓	✓		
Logo on Walk t-shirts <i>Deadline to receive this benefit is 9/13/24</i>	✓	✓	✓	✓	✓	✓		
Logo on sponsor sign at Walk event	✓	✓	✓	✓	✓	✓		
Promotional table at Walk Kickoff party (July 2024)	✓	✓	✓	✓	✓	✓		
Logo on Walk website	✓	✓	✓	✓	✓	✓	✓	
30-second "mission moment" video on Walk website A-5	✓	✓	✓	✓	✓	✓	✓	
Complimentary Walk t-shirts A-7	20	15	12	10	8	6	4	2
Private presentation of Talk Saves Lives™: Suicide Prevention Education for Workplace Settings	✓	✓	✓	✓	✓	✓	✓	✓
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	✓	✓	✓	✓	✓	✓	✓	✓

* See "Appendix: Sponsor Benefit Details" for more information, rules, and restrictions.



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2024 SPONSOR AGREEMENT

Washington, D.C. Out of the Darkness Walk

October 19, 2024 · Lincoln Memorial

afsp.org/DC

Please Type or Print Legibly

Sponsor Information

Sponsor Name (as you would like it listed): _____

Mailing Street Address: _____

City: _____ State: _____ Zip: _____ Website: _____

Contact Name: _____ Contact Title: _____

Contact Email: _____ Contact Phone: _____

Sponsorship Selection

☐ National Capital Area Presenting Sponsor \$50,000 **Exclusive** ☐ D.C. Support \$7,500

☐ D.C. Community \$25,000 **Exclusive** ☐ D.C. Advocate \$5,000

☐ D.C. Champion \$15,000 ☐ D.C. Prevention \$2,500

☐ D.C. Hope \$10,000 ☐ Friend of AFSP \$1,000

☐ Other Amount \$ _____

Additional Options

☐ I am unable to sponsor, but please accept this gift of: \$ _____

☐ I am interested in making an in-kind gift Sponsor levels and benefits outlined in this document are for cash donations only. In-kind gifts are accepted, and any associated sponsorship benefits are considered, on a case-by-case basis. If you wish to donate goods or services, please complete the enclosed "In-Kind Donation Form" and email it to Kelly Mahoney at kmahoney@afsp.org.

☐ I wish to be anonymous

☐ I am interested in forming a walk team Register now at afsp.org/DC.

☐ I was referred by (name/company): _____

Processing Instructions

☐ Check

- Complete online form and upload this agreement with your logo at afsp.org/checksponsor
- Make check payable to: American Foundation for Suicide Prevention or AFSP
- **Mail check with signed sponsor agreement to:**
AFSP, Attn: OOTD Walks, 199 Water Street, 11th Floor, New York, NY 10038

☐ Credit Card

- Complete online form, upload this agreement with your logo, and make a secure credit card payment at afsp.org/ccsponsor

☐ Invoice Requested

- Complete online form, upload this agreement with your logo, and request an invoice at afsp.org/invoicerequest

Important Deadlines

- Sponsor Deadline: **October 4, 2023**
- T-Shirt Deadline: **September 13, 2023**

Authorized Signature _____

TAX ID# 13-3393329

Thank You for Your Support!



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2024 IN-KIND DONATION FORM

Washington, D.C. Out of the Darkness Walk

October 19, 2024 · Lincoln Memorial

afsp.org/DC

Please Type or Print Legibly

Donor Information

Donor Name: _____

Mailing Street Address: _____

City: _____ State: _____ Zip: _____ Website: _____

Contact Name: _____ Contact Title: _____

Contact Email: _____ Contact Phone: _____

Gift Information

Item(s) Donated: _____

Description:

Fair-Market Cash Value: \$ _____

Additional Options

- ☐ I am interested in learning about sponsorship opportunities.
- ☐ I wish to be anonymous.
- ☐ I am interested in forming a walk team. Register now at a afsp.org/DC.
- ☐ I was referred by (name/company): _____

Processing Instructions

- **In-Kind Gift Delivery:** Contact Kelly Mahoney at kmahoney@afsp.org to coordinate delivery

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.

TAX ID# 13-3393329

Thank You for Your Support!



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APPENDIX: SPONSOR BENEFIT DETAILS

General Details

- Sponsor levels and benefits outlined in this document are for cash donations only. Please contact Kelly Mahoney at kmahoney@afsp.org if you are interested in making an in-kind gift.
- Logo/name placement benefits on printed materials are subject to production deadlines.
- If for any reason a listed benefit cannot be fulfilled, AFSP reserves the right to substitute listed benefit(s) for an alternative benefit(s) of equal or greater value.
- AFSP reserves the right to control all content presented at the *OOTD* Walks at all times.

A-1

- **Benefit** Sponsorship and benefits for all NCAC Out of the Darkness Community Walks
- **Details**
 - 2024 NCAC *OOTD* Community Walks: 9/8 Prince William, 9/14 Loudoun, 9/29 Fairfax, 10/19 Washington, D.C. (estimated 5,000+ walkers total).
 - Deadline to guarantee benefits for all NCAC *OOTD* Community Walks is August 23, 2024. Deadline to have logo printed on all NCAC *OOTD* Community Walks t-shirts is August 2, 2024.

A-2

- **Benefit** Promotional tent OR sponsorship of event area at Walk
- **Details**
 - Sponsor must notify Kelly Mahoney at kmahoney@afsp.org of intent for redemption at least 10 business days prior to the Walk to receive benefit.
 - If sponsor chooses the “promotional tent” option (not available for the D.C. Walk): AFSP will provide one tent, two tables and two chairs. Sponsor must provide all other materials.
 - If sponsor chooses the “sponsorship of event area” option: sponsor will work with NCAC to determine through which Walk event area (e.g. Loss & Healing Activity, Team Photo Area, etc.) recognition benefits will be provided. AFSP will provide sponsor signage for at that area.
 - The U.S. National Park Service does not permit sponsor promotional tents at the D.C. Walk. Therefore, only the “sponsorship of event area at Walk” benefit is available for that Walk event.

A-3

- **Benefit** Exclusive sponsorship of NCAC community-wide presentation of an AFSP educational or loss & healing program
- **Details**
 - Sponsor will work with NCAC to determine through which community-wide program (e.g. [Talk Saves Lives™](#), [Survivor Day](#), etc.) recognition benefits will be provided.
 - Logo will be displayed on the presentation’s website and other presentation promotions.
 - Presentation must take place prior to June 30, 2025.

A-4

- **Benefit** Promotional table at Walk
- **Details**
 - Sponsor must notify Kelly Mahoney at kmahoney@afsp.org of intent for redemption at least 10 business days prior to the Walk to receive this benefit.
 - AFSP will provide one table and two chairs. Sponsor must provide all other materials.
 - The U.S. National Park Service does not permit sponsor promotional tables at the D.C. Walk. Therefore, this benefit is not available for that Walk event. Alternatively, if the sponsor registers a Walk team with the same name as the sponsor, AFSP will provide sponsor with a team tent with signage at the D.C. Walk. See A-6 below team table redemption for details.

A-5

- **Benefit** 30-second “mission moment” video on NCAC website / social media / Walk website
- **Details**
 - Sponsor is responsible for creating video content and sending it to Kelly Mahoney at kmahoney@afsp.org for distribution. Video must follow [AFSP’s safe reporting guidelines](#).
 - Video will appear on websites through December 31, 2024.

A-6

- **Benefit** Team tent with signage at Walk / Team table with signage at Walk
- **Details** Must have pre-registered Walk team with the same name as the sponsor at least 10 business days prior to Walk to guarantee this benefit. Sponsor shall notify Kelly Mahoney at kmahoney@afsp.org once their team is registered.

A-7

- **Benefit** Complimentary Walk t-shirts
- **Details** T-shirts are to be redeemed by sponsor at the Check-in/Registration area at Walk. If sponsor is unable to redeem their t-shirts at Walk, they must email Kelly Mahoney at kmahoney@afsp.org to coordinate delivery by December 31, 2024.

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.

Print or type.
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

American Foundation for Suicide Prevention

2 Business name/disregarded entity name, if different from above

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.

☐ Individual/sole proprietor or single-member LLC

☐ C Corporation

☐ S Corporation

☐ Partnership

☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ►

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.

☒ Other (see instructions) ►

nonprofit corporation

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) **1**

Exemption from FATCA reporting code (if any)

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.

199 Water Street, Floor 11

6 City, state, and ZIP code

New York, NY 10038

7 List account number(s) here (optional)

Requester's name and address (optional)

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 ►

1/4/2024

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.