



**American
Foundation
for Suicide
Prevention**

Event Day Terms and Conditions – AFSP Sponsors and Community Resource Partners

(Approved February 1, 2018)

1. AFSP reserves the right to determine who will be allowed to table, speak, or otherwise have a presence at our events.
2. Their message (spoken, written, etc.; on-event and off) needs to align with AFSP's mission to save lives and bring hope to those affected by suicide as well as align with AFSP's policies and positions.
3. Their presence must positively/enhance the overall participant experience.

For the purposes of these criteria, we will differentiate between community resources and sponsors/vendors.

1. COMMUNITY RESOURCE TABLES (only for nonprofits or other community organizations that have a mental health/suicide prevention focus)
2. SPONSOR/VENDORS (could include a variety of orgs/companies such as manufacturers of treatment or for-profit treatment centers)

Considerations for both community resource tables & sponsors/vendors:

1. AFSP works with many different organizations that share our goal of reducing the annual suicide rate 20% by 2025, including other not-for-profit organizations, for-profit organizations, corporate foundations and government-related entities. While these relationships are essential to AFSP reaching its goals for public health, AFSP must exercise care not to endorse or appear to endorse a commercial product, process, service or enterprise.
2. Community Resource Tables and Sponsor/Vendor Relationships must not materially detract from AFSP's reputation for objectivity, independence, integrity, credibility, social responsibility and accountability or otherwise be inconsistent with the mission and values of AFSP. All Sponsor/Vendor Relationships will comply with applicable law, and AFSP policies and procedures. All messaging (spoken/displayed/written) must be in compliance with AFSP's best practices for safely speaking about suicide.
3. AFSP does not permit politicians in an election cycle, advocacy organizations, firearms manufacturers, and liquor/beer/wine distillers/brewers/distributors to have a table or speaking role at the Out of the Darkness Walks. Additionally, in accordance with federal law, no political campaigning is permitted at any AFSP event and AFSP cannot campaign for or against a candidate for political office, contribute money or labor to a political campaign or distribute campaign literature.
4. For community resources and/or sponsors/vendors that provide treatment: AFSP does not endorse any particular treatments, but rather encourages individuals and families to find the treatment plan and provider that works best for each person. Involvement with AFSP does not equate to endorsement of products. Many walkers have been personally affected by suicide through loss or lived experience of a suicide attempt. We ask that consideration be given to the following guidelines:

- a. You may make information available and engage those who approach the table about your services/treatment, but please do not actively solicit participants.
5. All vendors/speakers are subject to review and approval by AFSP at the local and national level. If a local walk is not sure about a vendor, they can ask AFSP National for approval. AFSP reserves the right to deny or exclude any organization or vendor from tabling at AFSP hosted events for any reason.
6. AFSP shall have the right to revoke the tabling/speaking rights and privileges granted by it, effective immediately upon receipt, if AFSP, in its sole discretion, deems the noise level, method of operation, display of materials or goods, conduct of any person, or content of any printed material to be a nuisance, dangerous, unlawful, in violation of AFSP's rules and regulations, Exhibitor's breach of this Agreement, or a threat to the AFSP or its related events or activities. Furthermore, Exhibitor's promotion and/or sale, directly or indirectly, of any goods and/or services not listed on Agreement or Exhibitor's use of any unassigned space shall be material breaches of this Agreement. In the event of revocation, AFSP shall retain the full fees paid, but such amount shall not automatically be construed as full and satisfactory liquidated damages.

RESOURCE TABLES

- May be free or a small fee to cover expense and guarantee attendance (up to \$250)
- Must provide mental health services. Examples include: community non-profits, behavioral health centers, addiction recovery/support, grief support, veterans resources/support etc.
- No sales/fundraising/soliciting. These are informational only.

SPONSOR/VENDOR Tables/Speakers at event

- Must pay for table at appropriate sponsor level (Guidelines will be established based on market size).
- Sponsors must be clearly marked (separate area and/or signs on each table) and/or clearly introduced, if speaking.
- Must provide activity/benefit to participant (enhance event experience) with messaging to support cause. This helps to enhance participant experience and also creates additional opportunity to build relationship with sponsor by partnering with local volunteers/staff on nature of activity. Furthermore, it creates buy-in from organization by asking them to create experience at the event.
- Food vendors sign agreement to donate minimum 10% of sales on event must provide own permit/insurance. If event does not already have permit for food vendors, the food vendor must secure permitting on own time and cost.
- **Disclosure:** AFSP will publicly disclose the nature of a Corporate Relationship, including the amount of the financial contribution to AFSP. Other commercial or competitive information which is customarily subject to non-disclosure restrictions may be treated as confidential when subject to reasonable non-disclosure agreements. Any personal information collected about people participating in corporate-sponsored activities and/or programs is subject to AFSP's Privacy Policy and Terms of Use.

We welcome anyone with an interest in the cause to create a team and walk with us. Please keep in mind these are family friendly events, so we ask that you refrain from profane/obscene, images/language on team t-shirts, webpage, etc.