

Ocala Out of the Darkness Community Walk  
Sponsorship Opportunities

**WALK  
WITH US  
TO PREVENT SUICIDE**

Ocala Walk - October 5, 2024  
Sholom Park  
[www.afsp.org/ocala](http://www.afsp.org/ocala)



American  
Foundation  
for Suicide  
Prevention



# Become a Ocala Community Walk Sponsor



## You can be a hero in the fight against 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 North Florida Chapter of the American Foundation for Suicide Prevention will be able to maximize our mission impact by reaching and serving more people through our lifesaving programs and resources.

## Why Support the Ocala Walk?

- We have a strong and resilient community that is united in our effort to fight suicide, raise awareness, educate our communities, support those who have lost loved ones, and support those with lived experience.
- Mental health and suicide prevention are more important than ever, and we're confident that with your help, we can reach more people than ever before.
- Suicide is one of the leading causes of death for most age groups.
- Suicide is preventable. Mental health affects everyone, and it's going to take everyone's help to fight suicide.

## We need your support!

The American Foundation for Suicide Prevention (AFSP) leads the fight against suicide. The funds we raise will 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:

Lindsay King  
Ocala Walk Chair  
318-349-3927  
lindsay.king@uhsinc.com

Wendy Thompson  
North Florida Area Director  
352-932-1060  
wthompson@afsp.org

# Together, we're leading the fight against suicide.

Since 1987, the American Foundation for Suicide Prevention (AFSP) has grown from a grassroots network of researchers and volunteers into a national movement with chapters in all 50 states.

AFSP is also the largest private funder of suicide prevention research, and because we've built the infrastructure to deliver evidence-based programs to local communities across the country, our work impacts millions of people. We are consistently ranked one of the best charities for mental health, and we're powered by everyday heroes like you!



## Research

Discovering better ways to prevent suicide through research. Findings from our studies have shaped prevention efforts around the world. Today, AFSP is the leading private funder of suicide prevention research.



## 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 thousands of volunteer advocates across the country.



## Education

Delivering effective 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™ and More Than Sad programs have taught over a million people how to be smart about mental health.



## Support

Providing support through initiatives like Healing Conversations, 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.

# Presenting Sponsor

## Marketing Benefits:

- Sponsorship of chapter-wide presentation of AFSP educational program (e.g. Talk Saves Lives).
- Company logo included on the North Florida Chapter website as presenting sponsor.
- Company logo included in Kickoff and Thank You event presentation slides.
- Prominent listing in Walk e-blast.
- Listing in AFSP North Florida Chapter e-Newsletter.
- Thank you posts on the North Florida Chapter Instagram and Facebook.
- Company logo with link to Company's website on Walk page.
- Company logo on promotional items i.e. posters, flyers, yard signs, etc.
- Dedicated press release announcing partnership.
- Recognition in post Walk Thank You email.

## Day of Benefits:

- Recognition by emcee on Walk day.
- Company logo included on Walk day signage.
- Speaking opportunity during Walk's opening ceremony.
- Ribbon cutting (or equivalent) opportunity at start of Walk.
- Promotional tent OR activity area sponsorship (e.g. Family Activity sponsored by your logo/name)
- Logo on route signage.
- Walk Team tent with provided company banner.
- Logo on Sponsor banner
  - Deadline to receive this benefit - September 16, 2024
- Logo on Walk t-shirt
  - Deadline to receive this benefit - September 6, 2024

**Sponsorship Level: \$12,500**

# Champion Sponsor

## Marketing Benefits:

- Prominent listing in Walk e-blast.
- Listing in AFSP North Florida Chapter e-Newsletter.
- Thank you posts on North Florida Chapter Instagram and Facebook.
- Company logo with link to Company's website on Walk page.
- Company logo on promotional items i.e. posters, flyers, yard signs, etc.
- Recognition in post Walk Thank You email.

## Day of Benefits:

- Recognition by emcee on Walk day.
- Company logo included on Walk day signage.
- Opportunity for Team to lead the start of Walk.
- Promotional tent OR activity area sponsorship (e.g. Family Activity sponsored by your logo/name)
- Company logo on route signage.
- Walk Team tent with provided company banner.
- Company logo on Sponsor banner
  - Deadline to receive this benefit - September 16, 2024
- Company logo on Walk t-shirt
  - Deadline to receive this benefit - September 6, 2024

**Sponsorship Level: \$10,000**

## Hope Sponsor

### Marketing Benefits:

- Listing in AFSP North Florida Chapter e-Newsletter.
- Thank you posts on North Florida Chapter Instagram and Facebook.
- Company logo with link to Company's website on Walk page.
- Company logo on promotional items i.e. posters, flyers, yard signs, etc.

### Day of Benefits:

- Recognition by emcee on Walk day.
- Company logo included on Walk day signage.
- Opportunity for Team to lead the start of Walk.
- Promotional tent OR activity area sponsorship (e.g. Family Activity sponsored by your logo/name)
- Company logo on route signage.
- Walk Team tent with provided company banner.
- Company logo on Sponsor banner
  - Deadline to receive this benefit - September 16, 2024
- Company logo on Walk t-shirt
  - Deadline to receive this benefit - September 6, 2024

**Sponsorship Level: \$7,500**

## Support Sponsor

### Marketing Benefits:

- Listing in AFSP North Florida Chapter e-Newsletter.
- Thank you posts on North Florida Chapter Instagram and Facebook.
- Company name listed on Walk page.
- Company logo on promotional items i.e. posters, flyers, yard signs, etc.

### Day of Benefits:

- Recognition by emcee on Walk day.
- Company logo included on Walk day signage.
- Company logo on Sponsor banner
  - Deadline to receive this benefit - September 16, 2024
- Company logo on Walk t-shirt
  - Deadline to receive this benefit - September 6, 2024

**Sponsorship Level: \$5,000**

## Advocate Sponsor

### Marketing Benefits:

- Company name listed on Walk page.

### Day of Benefits:

- Recognition by emcee on Walk day.
- Company logo included on Walk day signage.
- Company name on Sponsor banner
  - Deadline to receive this benefit - September 16, 2024
- Company name on Walk t-shirt
  - Deadline to receive this benefit - September 6, 2024

**Sponsorship Level: \$2,500**

## Prevention Sponsor

### Marketing Benefits:

- Company name listed on Walk page.

### Day of Benefits:

- Recognition by emcee on Walk day.
- Company logo included on Walk day signage.

**Sponsorship Level: \$1,000**

## Friend of AFSP Walk Donation

### Day of Benefits:

- Company logo included on Walk day signage as a Friend of AFSP.

**Event Donation: \$500**



# SPONSOR AGREEMENT

## Ocala Community Walk - October 5, 2024

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

- Presenting Sponsor | Donate \$12,500
- Champion Sponsor | Donate \$10,000
- Hope Sponsor | Donate \$7,500
- Support Sponsor | Donate \$5,000
- Advocate Sponsor | Donate \$2,500
- Prevention Sponsor | Donate \$1,000
- Friend of AFSP Donation | Donate \$500

### Payment Methods

- **Invoice Needed**
    - Request an invoice and upload your logo (if your sponsorship level includes a logo) at [afsp.org/invoicerequest](https://afsp.org/invoicerequest)
  - **Check**
    - Fill out form online and upload your logo (if your sponsorship level requires a logo) at [afsp.org/checksponsor](https://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, 11<sup>th</sup> 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](https://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 September 6, 2024**

### Complete the Information Below If Sending a Check

*(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](https://www.afsp.org/financials).

**Thank you for your generous support!**



# IN-KIND DONATION FORM

## Ocala Community Walk

You may go to [afsp.org/inkindsponsor](https://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 will receive sponsorship benefits in line with half that value*

[Processing Instructions & Important Deadlines](#)

- **In-Kind Gift Delivery:** Please contact Wendy Thompson at [wthompson@afsp.org](mailto:wthompson@afsp.org), 352-932-1060 to coordinate delivery.
- **Sponsor T-Shirt Deadline: September 6, 2024**

**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

▶ Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

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

<b>Print or type. See Specific Instructions on page 3.</b>	<p><b>1</b> Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>American Foundation for Suicide Prevention</b></p> <p><b>2</b> Business name/disregarded entity name, if different from above</p>		
	<p><b>3</b> Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.</p> <p><input type="checkbox"/> Individual/sole proprietor or single-member LLC     <input checked="" 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><b>Note:</b> 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 <b>not</b> 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 type="checkbox"/> Other (see instructions) ▶ _____</p>		<p><b>4</b> 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><b>5</b> Address (number, street, and apt. or suite no.) See instructions. <b>199 Water Street, Fl. 11</b></p> <p><b>6</b> City, state, and ZIP code <b>New York, NY 10038</b></p> <p><b>7</b> List account number(s) here (optional)</p>	<p>Requester's name and address (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.

<b>Social security number</b>										
<b>OR</b>										
<b>Employer identification number</b>										
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.

<b>Sign Here</b>	<p>Signature of U.S. person ▶ </p>	<p>Date ▶ <b>02/24/2023</b></p>
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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](http://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.*

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

**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

**Nonprofit corporation exempt under IRS Code section 501(c)(3)**  
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 .LC 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) ▶ \_\_\_\_\_

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

Exempt payee code (if any) \_\_\_\_\_

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, FL 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)**

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

**Part Certification**

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- 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.

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**Sign Here** Signature of U.S. person ▶ 

Date ▶ 02/01/2023

**General Instructions**

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- Form 1099-INT (interest earned or paid)

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  - Form 1099-A (acquisition or abandonment of secured property)
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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.