

# Atlanta Out of the Darkness Walk Sponsorship Opportunities



# WALK WITH US TO PREVENT SUICIDE

**Atlanta Out of the Darkness Walk**  
*The Meadow at Piedmont Park*  
*Atlanta, GA*

Sunday, November 3rd, 2024  
[afsp.org/Atlanta](https://afsp.org/Atlanta)



**American  
Foundation  
for Suicide  
Prevention**

Georgia



# Become an Atlanta 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 Georgia Chapter will be able to maximize our mission impact by reaching and serving more people through our lifesaving programs and resources. Partner with the American Foundation for Suicide Prevention (AFSP) as an event sponsor for the **Atlanta Out of the Darkness Walk** taking place on **Sunday, November 3rd, 2024!** Our mission to **save lives and bring hope to those affected by suicide** would not be possible without our community engagement.

## Why Support the Atlanta Walk

- We have a strong and resilient community that's 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.
- Suicide is the 11th leading cause of death in the United States, and is the 3rd leading cause of death for ages 10 - 34 in Georgia, rates continue to rise.

## 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:

**Adam Beckerman**  
Atlanta Walk Chair  
770-362-2545  
adambeckerman@outlook.com



**American  
Foundation  
for Suicide  
Prevention**

Georgia



Learn more about the Georgia Chapter: [afsp.org/Georgia](https://afsp.org/Georgia)  
American Foundation for Suicide Prevention

AFSP Tax ID# 13-3393329; All financial and non-profit information at [AFSP.org/Financials](https://AFSP.org/Financials)



# Taking Action to Save Lives

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!

Through our network of 74 chapters nationwide, AFSP has made an impact in communities by developing and funding suicide prevention research, education, advocacy and loss support programs and initiatives.

Suicide was responsible for 48,183 US deaths in 2021, which is about one death every 11 minutes. The number of people who think about or attempt suicide is even higher. In 2021, an estimated 12.3 million American adults seriously thought about suicide. 3.5 million planned a suicide attempt and 1.7 million attempted suicide. Suicide affects people of all ages. **In 2021, suicide was the 11th leading cause of death in the state of Georgia overall, and the 3rd leading cause of death in those aged 10-34.**

## The Georgia Chapter is actively engaged in the following programs:

- Supporting suicide loss survivors through events like International Survivors of Suicide Loss Day and programs like Healing Conversations.
- Organizing community events and programming
- Growing our individual giving society, Circle of Hope
- Advocating for mental health through various initiatives like State Capitol Day
- Conducting prevention education workshops and trainings in schools, faith communities, workplaces and more.
- Distributing suicide loss and prevention resources for free to communities across the state
- Cultivating Research Connections to further our understanding and prevention efforts
- Supporting those at risk and individuals with lived experience.

## Create a walk team for free!

Our Out of the Darkness Walks are family friendly events! We have many companies, schools, organizations, coworkers, universities, places of worship, families and friends make walk teams. This is an opportunity to honor our loved ones, support those who struggle and help change the culture of mental health in our communities. Darkness Walks are family friendly events!

**You can learn more about the event and create a free team by visiting [afsp.org/Atlanta](https://afsp.org/Atlanta)**

## AFSP at Work in Georgia

Our staff and volunteers delivered **86 AFSP programs** across the state, reaching **8,600 people**.



We raised **\$745,000+** across our Campus & Community Walks to help us fight this leading cause of death in 2023.

\*It's free to register and build a team: [afsp.org/GeorgiaWalks](https://afsp.org/GeorgiaWalks)



For over **10 years**, we've hosted our **State Capitol Day** and this year we had 25 advocates supporting mental health at the Capitol!



We hosted **3 International Survivor of Suicide Loss events in 2023**. Our amazing volunteers brought together **100+ survivors** of suicide loss to find connection, understanding and hope



## Advancing Innovative Solutions Through Research

Founded as a research organization dedicated to exploring how to save lives, now AFSP is the largest private funder of suicide prevention research, shaping suicide prevention strategies around the world. Each year, AFSP welcomes a broad range of grant applications from a diverse group of researchers. We create optimum impact by: funding innovative new research through our research grants program, building a research community by recruiting, training, and guiding researchers, and sharing our findings with a general audience to increase understanding. Our most recent grant cycle funded 27 new research grants totaling \$9.1 million, making the organization's total current research investment more than \$32 million.

To learn more about AFSP's Research Connection, visit: [afsp.org/research](https://afsp.org/research)

## Advocating for Suicide Prevention

AFSP's Public Policy team mobilizes volunteer Field Advocates across the country at the federal, state, and local levels urging public officials to prioritize suicide prevention and mental health legislation. Our efforts this fiscal year resulted in the successful passage of six federal bills and 43 state bills centering on mental health and suicide prevention. AFSP also played a leading role in supporting the passage of the National Suicide Hotline Designation Act, which made 988 the universal three-digit phone number for the suicide prevention and mental health crisis hotline.

To learn more about AFSP's Advocacy efforts, visit: [afsp.org/advocacy](https://afsp.org/advocacy)

## Educating Communities

AFSP's evidence-informed prevention education and partnership programs help inform people on what leads someone to consider suicide, how to spot warning signs and talk safely and compassionately to those they care about, connect people to help and resources, and support at-risk individuals following an attempt.

Our signature education program *Talk Saves Lives: An Introduction to Suicide Prevention*, helps participants understand the health, historical and environmental factors that put individuals at risk, behaviors to look for, and how to get help for someone in a suicidal crisis. AFSP also offers a variety of programs modified to meet all aspects of the community including: veterans, LGBTQIA+, youth & young adults, seniors, BIPOC populations, workplaces and more.

To learn more about AFSP's Prevention Education programs, visit:

[afsp.org/community-programs](https://afsp.org/community-programs)

*\*Connect with the Georgia Chapter to learn more about AFSP programs and what we can bring to your community!*

## Supporting Loss Survivors

Each survivor of suicide loss grieves in their own way, and on their own timeline. Connecting with others who have lost a loved one to suicide, and hearing how they have navigated the pain of that loss, is a fundamental step toward hope and healing. AFSP provides compassion and understanding to help loss survivors heal. Initiatives like our *Healing Conversations* program gives those who have lost someone to suicide the opportunity to talk with our trained volunteers, who have experienced suicide loss themselves. The goal of this connection is to help suicide loss survivors navigate this challenging journey by offering support, connection and resources. Additionally, AFSP hosts events across the country and around the world for International Survivors of Suicide Loss Day, where survivors of suicide loss come together to find connection, understanding, and hope through their shared experiences. This year, International Survivors of Suicide Loss Day is Saturday, November 23, 2024.

To learn more about AFSP's Loss Support Programs and Resources, visit:

[afsp.org/ive-lost-someone/](https://afsp.org/ive-lost-someone/)

## How Your Donation Helps AFSP Prevent Suicide Across Georgia

### \$10

Distributes 25 AFSP wristbands to build awareness and open the conversation around mental health.

### \$50

Provides AFSP suicide prevention education materials to 25 people

### \$100

Brings AFSP's *It's Real: Teens and Mental Health* education program to a local high school

### \$250

Enables AFSP to recruit and train a volunteer Field Advocate to educate elected officials about suicide prevention

### \$500

Trains a new Survivor of Suicide Loss support group facilitator

### \$1,000

Provides funds for youth suicide prevention outreach and programming

### \$2,000

Hosts a Research Connection event in a local community to share the important role that AFSP funded research plays in preventing suicide

### \$5,000

Places AFSP's groundbreaking Interactive Screening Program (ISP) at institutions of higher education, medical schools, healthcare systems and workplaces

### For more information, contact:

Kristen Petillo

Georgia Area Director

1920 Dresden Drive, #191591

Atlanta, GA 30101

**(404) 275-3316**

**kpetillo@afsp.org**



# Atlanta Out of the Darkness Walk

## Sponsorship & Donation Benefits

For more information, please contact:  
**Adam Beckerman**  
**Atlanta Walk Chair**  
 770-362-2545  
 adambeckerman@outlook.com

	*Presenting Sponsor: \$50,000	Lifesaver Sponsor: \$25,000	Champion Sponsor: \$15,000	Hope Sponsor: \$10,000	Healing Sponsor: \$7,500	Support Sponsor: \$5,000	Advocate Sponsor: \$2,500	Prevention Sponsor: \$1,000	Friend of AFSP: \$500
Sponsorship and benefits for ALL 2024 Georgia Out of the Darkness Community Walks (see full list at afsp.org/GeorgiaWalks) *Industry exclusivity	✓								
Recognition through a chapter-wide presentation of AFSP educational program (e.g. Talk Saves Lives: Suicide Prevention Education for Workplace Settings)	✓								
Dedicated press release announcing partnership	✓	✓							
Prominent placement of company logo on all Georgia Out of the Darkness Fall 2024 Community Walk t-shirts <b>Deadline dependent on activation date</b>	✓	✓	✓						
Logo on Event Day signage <b>Deadline for this benefit: October 11th</b>	✓	✓	✓	✓					
Promotional tent OR activity area (e.g. Hope and Healing area)	✓	✓	✓	✓	✓				
30-second mission moment created by your company shared on: AFSP Georgia social media pages	✓	✓	✓	✓	✓	✓			
Recognition as a program sponsor for AFSP Presentation/Program in 2024 <small>*Customization Options*</small>		<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>			
Complementary virtual Talk Saves Lives: Suicide Prevention Education for Workplace Settings presentation for your company (dates/times subject to volunteer trainer availability)	✓	✓	✓	✓	✓	✓	✓		

# Atlanta Out of the Darkness Walk

## Sponsorship & Donation Benefits Con't.

For more information, please contact:

**Adam Beckerman**  
**Atlanta Walk Chair**

770-362-2545

adambeckerman@outlook.com

	*Presenting Sponsor: \$50,000	Lifesaver Sponsor: \$25,000	Champion Sponsor: \$15,000	Hope Sponsor: \$10,000	Healing Sponsor: \$7,500	Support Sponsor: \$5,000	Advocate Sponsor: \$2,500	Prevention Sponsor: \$1,000	Friend of AFSP: \$500
Company logo on the 2024 Atlanta Walk Shirt <b>Deadline for this benefit: October 7th</b>	✓	✓	✓	✓	✓	✓	✓	Typeface	
Company logo, linking to your website, included on the Atlanta Walk Page through the end of the Walk Page through the end of the year (12/31/24)	✓	✓	✓	✓	✓	✓	Logo Only	Typeface	
Company logo included in AFSP Georgia Chapter Social Media shoutout with over 10,000+ followers	✓	✓	✓	✓	✓	✓	✓	✓	
Listing in AFSP Georgia Chapter e-Newsletter	✓	✓	✓	✓	✓	✓	✓	✓	✓
Thank you posts on Georgia Chapter Social Channels (@afspgeorgia)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition in post-event Atlanta Walk Thank You email	✓	✓	✓	✓	✓	✓	✓	✓	✓
Complimentary 2024 Atlanta Out of the Darkness Walk t-shirts *Presenting level shirts for GA walk of your choice	<b>*50</b>	<b>30</b>	<b>25</b>	<b>20</b>	<b>15</b>	<b>10</b>	<b>5</b>	<b>2</b>	<b>1</b>
Logo on walk route signage Deadline for this benefit: October 11th									✓

Sponsoring the **Atlanta Out of the Darkness Walk** gives you the 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 health conditions and those impacted by suicide. Tax-deductible donation and donation receipt.

For more information, please contact:

Adam Beckerman, Atlanta Walk Chair: adambeckerman@outlook.com | 770-362-2545

Kristen Petillo, Georgia Area Director: kpetillo@afsp.org | 404-275-3316



Georgia



# SPONSOR AGREEMENT

## Atlanta Out of the Darkness Community Walk

This form, logo upload, and payments can be completed online through the payment method links below or sponsors can mail/email forms and payment to the Georgia Chapter address (listed below). Please contact the AFSP Georgia staff partners with any questions:  
Kristen Petillo | Georgia Area Director | kpetillo@afsp.org | 404.275.3316

### Please Select Your Sponsorship Level for 2024:

- Presenting Sponsor | Donate \$50,000
- Lifesaver Sponsor | Donate \$25,000
- Champion Sponsor | Donate \$15,000
- Hope Sponsor | Donate \$10,000
- Healing Sponsor | Donate \$7,500
- Support Sponsor | Donate \$5,000
- Advocate Sponsor | Donate \$2,500
- Prevention Sponsor | Donate \$1,000
- Friend of AFSP | Donate \$500

### Please Complete the Information Below:

(Please Print)

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone (with Area Code): \_\_\_\_\_

Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

How did you hear about us? \_\_\_\_\_

Please contact me with information about forming a team for this event

### Payment Methods

#### Invoice Needed

- Email signed agreement and logo to Kristen Petillo at kpetillo@afsp.org with request for invoice OR submit signed agreement and upload your logo (if your sponsorship level includes a logo) at [afsp.org/invoicerequest](https://afsp.org/invoicerequest).

#### Check

- Mail signed agreement to the chapter address with the check. Signed agreement can also be emailed to Kristen Petillo at kpetillo@afsp.org OR submit signed agreement and upload your logo at [afsp.org/checksponsor](https://afsp.org/checksponsor)
- **Make Payable to:** American Foundation for Suicide Prevention with "Atlanta Walk" in memo
- **Mail check to:** AFSP Georgia, 1920 Dresden Drive #191591, Atlanta, GA 31119

#### Credit Card

- To make a secure credit card payment, mail signed agreement to the chapter address (above) OR email to Kristen Petillo at kpetillo@afsp.org and a secure link will be shared via email for payment OR submit signed agreement and upload your logo at [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, JPG, PNG). **Logo is due by Monday, October 7th, 2024.**

**LOGO AND SIGNED AGREEMENT DUE BY: MONDAY, OCTOBER 7TH, 2024**

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: \_\_\_\_\_

# IN-KIND DONATION FORM

## Atlanta Out of the Darkness 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 Kristen Petillo at [kpetillo@afsp.org](mailto:kpetillo@afsp.org) to coordinate delivery.**
- **Sponsor logo for walk shirts: Due by Monday, October 7th, 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.

**AFSP Tax ID #13-3393329; All financial and non-profit information at: [www.afsp.org/financials](https://www.afsp.org/financials)**

*Thank you for your generous support of the American Foundation for Suicide Prevention!*

*You are helping to keep our Georgia communities safe.*

Georgia Chapter Mailing Address: 1920 Dresden Drive, #191591, Atlanta, GA 31119



## 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.

**Before you begin.** For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

<b>Print or type.</b> See Specific Instructions on page 3.	<p><b>1</b> Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)  <b>American Foundation For Suicide Prevention</b></p> <p><b>2</b> Business name/disregarded entity name, if different from above.</p> <p><b>3a</b> Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes.</p> <p><input type="checkbox"/> Individual/sole proprietor    <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"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____</p> <p><b>Note:</b> Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.</p> <p><input type="checkbox"/> Other (see instructions) _____</p> <p><b>3b</b> If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions _____ <input type="checkbox"/></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 Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____</p> <p>(Applies to accounts maintained outside the United States.)</p>
	<p><b>5</b> Address (number, street, and apt. or suite no.). See instructions.  <b>199 Water Street Floor 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.

<b>Social security number</b>																									
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1	3	-	3	3	9	3	3	2	9																

**Note:** If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

### 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.

<b>Sign Here</b>	Signature of U.S. person		Date <b>04/09/2024</b>
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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).

## What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

## Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they