

Greater Philadelphia Out of the Darkness Walk
New Sponsorship Opportunities

WALK WITH US TO PREVENT SUICIDE

2024 Greater Philadelphia Out of the Darkness Walk
The Mann Center, Fairmount Park
Sunday, October 6, 2024

afsp.org/PhillyWalk



American
Foundation
for Suicide
Prevention

Greater
Philadelphia



Become a 2024 Greater Philadelphia Out of the Darkness Walk Sponsor



You can be a hero in the fight against suicide.

Our mission is to **Save Lives and Bring Hope to Those Affected by 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 Greater Philadelphia Chapter will be able to maximize our mission impact by reaching and serving more people through our lifesaving programs and resources.

Why support AFSP through the Greater Philadelphia Out of the Darkness Walk?

- We have a strong and resilient community that's united in our effort to fight suicide, raise awareness, educate our communities, and support those who have lost loved ones or have 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 a leading cause of death for most age groups and the 11th cause overall. Suicide is often preventable. Mental health affects everyone, and it's going to take everyone's help to fight suicide.
- YOU can help us create a culture that is **smart about mental health** and show your customers and employees that you care about mental health and preventing 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:

Colleen Duffy, Walk Chair
cduffy.afsp@gmail.com
215-532-0275

Learn more about the Philadelphia Chapter: afsp.org/Philadelphia

American Foundation for Suicide Prevention

AFSP Tax ID# 13-3393329; All financial and non-profit information at afsp.org/Financials

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 \$50,000

Benefits Include:

- Exclusive (within industry) sponsorship level
- Sponsorship of presentation of AFSP educational program (e.g. Talk Saves Lives)
- Complimentary table at spring 2024 Lifesaver Lunch
- Thank you posts (10) on AFSP Greater Philadelphia's social media platforms
- Company logo prominently featured on all pre-marketing and day-of event promotional materials
- Company logo with link to Company's website on Walk page
- Tabling opportunity w/ banner at Walk*
- Company logo on Walk t-shirt and 25 complimentary shirts; Company logo due: **September 1, 2024**

Champion Sponsor \$25,000

Benefits Include:

- Sponsorship of presentation of AFSP educational program (e.g. Talk Saves Lives)
- Complimentary table at spring 2024 Lifesaver Lunch
- Thank you posts (5) on AFSP Greater Philadelphia's social media platforms
- Company logo prominently featured on all pre-marketing and day-of event promotional materials
- Company logo with link to Company's website on Walk page
- Tabling opportunity w/ banner at Walk*
- Company logo on Walk t-shirt and 25 complimentary shirts; Company logo due: **September 1, 2024**

Diamond Sponsor \$15,000

Benefits Include:

- Sponsorship of presentation of AFSP educational program (e.g. Talk Saves Lives)
- Complimentary tickets (2) at spring 2024 Lifesaver Lunch
- Thank you posts (3) on AFSP Greater Philadelphia's social media platforms
- Company logo with link to Company's website on Walk page
- Tabling opportunity w/ banner at Walk*
- Company logo on Walk t-shirt and 20 complimentary shirts; Company logo due: **September 1, 2024**

*Tabling opportunity provided to healthcare/ mental health organizations; additional exceptions may apply



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Platinum Sponsor \$10,000

Benefits Include:

- Sponsorship of presentation of AFSP educational program (e.g. Talk Saves Lives)
- Complimentary ticket at spring 2024 Lifesaver Lunch
- Thank you posts (2) on AFSP Greater Philadelphia's social media platforms
- Company logo with link to Company's website on Walk page
- Tabling opportunity w/ banner at Walk*
- Company logo on Walk t-shirt and 15 complimentary shirts; Company logo due: **September 1, 2024**

Gold Sponsor \$7,500

Benefits Include:

- Thank you post on AFSP Greater Philadelphia's social media platforms
- Company logo with link to Company's website on Walk page
- Tabling opportunity w/ banner at Walk*
- Company logo on Walk t-shirt and 10 complimentary shirts; Company logo due: **September 1, 2024**

Silver Sponsor \$5,000

Benefits Include:

- Company logo with link to Company's website on Walk page
- Tabling opportunity w/ banner at Walk*
- Company logo on Walk t-shirt and 5 complimentary shirts; Company logo due: **September 1, 2024**

Community Sponsor \$1,000 - \$5000

Benefits Include:

- Company name with link to Company's website on Walk page
- Tabling opportunity at Walk* *OR* Company name on Walk t-shirt

*Tabling opportunity provided to healthcare/ mental health organizations; additional exceptions may apply



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SPONSOR AGREEMENT

Greater Philadelphia Out of the Darkness Walk

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

- **Presenting Sponsor | Donate \$50,000**
- **Champion Sponsor | Donate \$25,000**
- **Diamond Sponsor | Donate \$15,000**
- **Platinum Sponsor | Donate \$10,000**
- **Gold Sponsor | Donate \$7,500**
- **Silver Sponsor | Donate \$5,000**
- **Community Sponsor | Donate \$1,000-\$5,000**

Payment Methods

- **Invoice Needed**
 - Request an invoice and upload your logo at afsp.org/invoicerequest
- **Check**
 - Fill out form online and upload your logo at afsp.org/checksponsor
 - Make Payable to: American Foundation for Suicide Prevention or AFSP
 - Mail check with printed sponsorship form to: AFSP, Attn: OOTD Walks, 199 Water Street, 11th Floor, New York, NY 10038. *Please write "Philadelphia Walk" in the memo line of the check.*
- **Credit Card**
 - To make a secure credit card payment, complete this form electronically and upload your 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 September 1, 2024**

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 AFSP 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: _____

Thank you for your generous support of AFSP! You are helping save lives in your community.