



American
Foundation
for Suicide
Prevention



afsp.org/NCACpaws

2024 National Capital Area Paws for Prevention™ Sponsorship Opportunities

May 18th • Waterfront Park • Alexandria, VA



BECOME A 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 Paws for Prevention?

- 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 (she/her)

Special Events Manager, National Capital Area Chapter

American Foundation for Suicide Prevention

email: kmahoney@afsp.org

phone: 571-329-0229



American
Foundation
for Suicide
Prevention



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
Foundation
for Suicide
Prevention
National
Capital Area



SPONSORSHIP OPPORTUNITIES



For more information, please contact:		Presenting Sponsor \$10,000 Exclusive	Su-paw-star \$7,500	Pick of the Litter \$5,000	Paw-tner in Prevention \$2,500	Round of a Paws \$1,000	Here for the Paw-ty \$500
SPONSOR BENEFITS*	Exclusive opportunity to be “Best in Show” as the Presenting Sponsorship of the 2024 Paws for Prevention	✓					
	Top-billing logo placement on all Paws for Prevention t-shirts, websites, and e-blasts	✓					
	Ribbon cutting (or equivalent ceremonial gesture) at start of event	✓					
	Speaking opportunity during event program	✓					
	Dedicated article featuring your support shared on the NCAC’s website and social media	✓					
	Exclusive sponsorship of NCAC community-wide presentation of an AFSP educational or loss & healing program ^{A-1}	✓	✓				
	Logo on the NCAC website (through 12/31/2024)	✓	✓				
	Prominent listing as “Su-paw-star” sponsor on all on all Paws for Prevention t-shirts, websites, and e-blasts	✓	✓				
	Recognition by emcee during event program	✓	✓				
	Promotional tent <u>OR</u> sponsorship of dedicated area at event ^{A-2}	✓	✓	✓			
	Team tent with signage at event ^{A-3}	✓	✓	✓			
	30-sec “mission moment” video on @AFSPNCAC social media, event website, and NCAC website ^{A-4}	✓	✓	✓			
	Promotional table at the NCAC Lifesavers Appreciation Celebration (April 19, 2024)	✓	✓	✓			
	Logo in NCAC’s “2024 year-in-review” e-newsletter	✓	✓	✓			
	Promotional table at event ^{A-5}	✓	✓	✓	✓		
	Team table with signage at event ^{A-3}	✓	✓	✓	✓		
Opportunity to include promotional item with event participant giveaways ^{A-6}	✓	✓	✓	✓			
30-sec “mission moment” video on @AFSPNCAC social media and event website ^{A-4}	✓	✓	✓	✓			



American Foundation for Suicide Prevention





SPONSORSHIP OPPORTUNITIES



For more information, please contact: Kelly Mahoney (she/her) Special Events Manager National Capital Area Chapter American Foundation for Suicide Prevention email: kmahoney@afsp.org phone: 571-329-0229		Presenting Sponsor \$10,000 Exclusive	Su-paw-star \$7,500	Pick of the Litter \$5,000	Paw-tner in Prevention \$2,500	Round of a Paws \$1,000	Here for the Paw-ty \$500
SPONSOR BENEFITS*	Logo with link to sponsor's website on event website	✓	✓	✓	✓	✓	
	30-sec "mission moment" video on @AFSPNCAC social media ^{A-4}	✓	✓	✓	✓	✓	
	Logo in NCAC's e-newsletter	✓	✓	✓	✓	✓	
	Logo on event website	✓	✓	✓	✓	✓	✓
	Logo on sponsor sign at event	✓	✓	✓	✓	✓	✓
	Post with sponsor's logo on NCAC's social media	✓	✓	✓	✓	✓	✓
	Complimentary Paws for Prevention t-shirts ^{A-7}	15	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	✓	✓	✓	✓	✓	✓



American Foundation for Suicide Prevention





2024 SPONSOR AGREEMENT



Paws for Prevention

May 18, 2024 • Waterfront Park • Alexandria, VA

afsp.org/NCACpaws

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

Presenting Sponsor *Exclusive* \$10,000

Su-paw-star \$7,500

Pick of the Litter \$5,000

Paw-tner in Prevention \$2,500

Round of a Paws \$1,000

Here for the Paw-ty \$ 500

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'm interested in forming a Paws for Prevention participant team Register now at afsp.org/NCACpaws

I was referred by (name/company) _____

Processing Instructions

Check

- Complete online form and [upload this agreement with your logo here](#)
- Make check payable to the American Foundation for Suicide Prevention or AFSP
- **Mail check with signed sponsor agreement to**
AFSP, Attn: Data Entry, 199 Water Street, 11th Floor, New York, NY 10038

Credit Card

- Upload this agreement with your logo and [make a secure credit card payment here](#)

Invoice Requested

- Complete online form, upload this agreement with your logo, and [request an invoice here](#)

AFSP Chapter Events Sponsorship Website: supporting.afsp.org/chaptereventsponsors

Important Deadlines

- **Sponsor Deadline** **May 3, 2024**
- **T-Shirt Deadline** **April 12, 2024**

Authorized Signature

TAX ID# 13-3393329

Thank You for Your Support!



American Foundation for Suicide Prevention





2024 IN-KIND DONATION FORM



Paws for Prevention

May 18, 2024 • Waterfront Park • Alexandria, VA
afsp.org/NCACpaws

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 afsp.org/NCACpaws
- 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!



American Foundation for Suicide Prevention





APPENDIX: 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 our events and on any AFSP platform

A-1

- **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 December 31, 2024.

A-2

- **Benefit** Promotional tent OR sponsorship of dedicated area at event
- **Details**
 - Sponsor must notify Kelly Mahoney at kmahoney@afsp.org of intent for redemption at least 10 business days prior to the event to receive benefit.
 - If sponsor chooses the "promotional tent" option, AFSP will provide one tent, two tables and two chairs. Sponsor must provide all other materials.
 - If sponsor chooses the "sponsorship of dedication area" option, sponsor will work with NCAC to determine through which dedicated 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.

A-3

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

A-4

- **Benefit** 30-second "mission moment" video on @AFSPNCAC social media / event website / NCAC 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 June 30, 2024.

A-5

- **Benefit** Promotional table at event
- **Details**
 - Sponsor must notify Kelly Mahoney at kmahoney@afsp.org of intent for redemption at least 10 business days prior to the event to receive this benefit.
 - AFSP will provide one table and two chairs. Sponsor must provide all other materials.

A-6

- **Benefit** Opportunity to include promotional item with event participant giveaways
- **Details**
 - Sponsor must email kmahoney@afsp.org of item inclusion status at least 10 business days prior to the event to receive this benefit.
 - Sponsor shall provide promotional item to be given away and deliver it to AFSP for inclusion.

A-7

- **Benefit** Complimentary Paws for Prevention t-shirts
- **Details** T-shirts are to be redeemed by sponsor at the Check-in/Registration area at the event. If sponsor is unable to redeem their t-shirts at the event, they must email Kelly Mahoney at kmahoney@afsp.org to coordinate delivery by June 30, 2024.



Request for Taxpayer Identification Number and Certification

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

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

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.		4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) <u>1</u> Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>
	<input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate		
	<input type="checkbox"/> 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.		
	<input checked="" type="checkbox"/> Other (see instructions) ▶ nonprofit corporation		
	5 Address (number, street, and apt. or suite no.) See instructions. 199 Water Street, Floor 11		Requester's name and address (optional)
6 City, state, and ZIP code New York, NY 10038			
7 List account number(s) here (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 <i>How to get a TIN</i> , later. Note: If the account is in more than one name, see the instructions for line 1. Also see <i>What Name and Number To Give the Requester</i> for guidelines on whose number to enter.	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2" style="text-align: center;">Social security number</td> </tr> <tr> <td style="text-align: center;">[] [] [] - [] [] - [] [] [] []</td> <td></td> </tr> <tr> <td colspan="2" style="text-align: center;">or</td> </tr> <tr> <td colspan="2" style="text-align: center;">Employer identification number</td> </tr> <tr> <td style="text-align: center;">1 3 - 3 3 9 3 3 2 9</td> <td></td> </tr> </table>	Social security number		[] [] [] - [] [] - [] [] [] []		or		Employer identification number		1 3 - 3 3 9 3 3 2 9	
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 ▶ <u>1/4/2024</u>
------------------	----------------------------	------------------------

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.*