

# WALK WITH US TO PREVENT SUICIDE

**2024 Washington, D.C.  
Out of the Darkness™ Walk:  
Sponsorship Opportunities**

**October 19<sup>th</sup> • Lincoln Memorial**  
[afsp.org/DC](https://afsp.org/DC)



# BECOME A COMMUNITY WALK 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 the Washington, D.C. *Out of the Darkness* Community Walk?

- 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, *Special Events Manager***

National Capital Area Chapter  
American Foundation for Suicide Prevention  
email: [kmahoney@afsp.org](mailto:kmahoney@afsp.org)  
phone: 571-329-0229



# Your Support Helps Save Lives

[afsp.org/NCAC](https://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!

# SPONSORSHIP OPPORTUNITIES

## For more information, please contact:

Kelly Mahoney, *Special Events Manager*  
 National Capital Area Chapter  
 American Foundation for Suicide Prevention  
 email: [kmahoney@afsp.org](mailto:kmahoney@afsp.org)  
 phone: 571-329-0229

National Capital Area  
 Presenting Sponsor  
**\$50,000 Exclusive**

D.C.  
 Community Sponsor  
**\$25,000 Exclusive**

D.C.  
 Champion Sponsor  
**\$15,000**

D.C.  
 Hope Sponsor  
**\$10,000**

D.C.  
 Support Sponsor  
**\$7,500**

D.C.  
 Advocate Sponsor  
**\$5,000**

D.C.  
 Prevention Sponsor  
**\$2,500**

Friend of AFSP  
**\$1,000**

## SPONSOR BENEFITS\*

Sponsorship and benefits for all NCAC <i>Out of the Darkness</i> Community Walks <sup>A-1</sup> <i>Deadline to guarantee benefits for all Community Walks is 8/23/24, and 8/2/24 for t-shirts</i>	✓							
Top-billing logo placement on all NCAC Walk t-shirts, websites, and e-blasts	✓							
Dedicated press release announcing sponsorship	✓							
Ribbon cutting (or equivalent ceremonial gesture) at start of each NCAC Walk	✓							
Promotional tent <u>OR</u> sponsorship of event area at each NCAC Walk <sup>A-2</sup>	✓							
Prominent logo placement on Walk t-shirt, website, and e-blasts	✓	✓						
Logo on Walk's inflatable arch at start line	✓	✓						
Dedicated article featuring your support shared on the NCAC's website and social media	✓	✓						
Speaking opportunity during Walk's opening ceremony	✓	✓						
Special recognition in post-Walk thank you email	✓	✓						
Exclusive sponsorship of NCAC community-wide presentation of an AFSP educational or loss & healing program <sup>A-3</sup>	✓	✓	✓					
Recognition by emcee during Walk's opening ceremony	✓	✓	✓					
Promotional tent <u>OR</u> sponsorship of event area at Walk <sup>A-2</sup>	✓	✓	✓					
Promotional table at Walk <sup>A-4</sup>	✓	✓	✓	✓				
Logo on the NCAC website (through 12/31/2024)	✓	✓	✓	✓				
30-second "mission moment" video on NCAC website, social media, and Walk website <sup>A-5</sup>	✓	✓	✓	✓				
Team tent with signage at Walk <sup>A-6</sup>	✓	✓	✓	✓	✓			
Promotional table at the NCAC <a href="#">Lif savers Appreciation Celebration</a> (April 19, 2024)	✓	✓	✓	✓	✓			
Logo in NCAC's "2024 year-in-review" e-newsletter	✓	✓	✓	✓	✓			
30-second "mission moment" video on NCAC social media and Walk website <sup>A-5</sup>	✓	✓	✓	✓	✓			

\* Please see "Appendix: Sponsor Benefit Details" for more information, rules, and restrictions.



American  
 Foundation  
 for Suicide  
 Prevention



# SPONSORSHIP OPPORTUNITIES

## For more information, please contact:

Kelly Mahoney, *Special Events Manager*  
 National Capital Area Chapter  
 American Foundation for Suicide Prevention  
 email: [kmahoney@afsp.org](mailto:kmahoney@afsp.org)  
 phone: 571-329-0229

National Capital Area  
 Presenting Sponsor  
 \$50,000 *Exclusive*

D.C.  
 Community Sponsor  
 \$25,000 *Exclusive*

D.C.  
 Champion Sponsor  
 \$15,000

D.C.  
 Hope Sponsor  
 \$10,000

D.C.  
 Support Sponsor  
 \$7,500

D.C.  
 Advocate Sponsor  
 \$5,000

D.C.  
 Prevention Sponsor  
 \$2,500

Friend of AFSP  
 \$1,000

## SPONSOR BENEFITS\*

	National Capital Area Presenting Sponsor \$50,000 <i>Exclusive</i>	D.C. Community Sponsor \$25,000 <i>Exclusive</i>	D.C. Champion Sponsor \$15,000	D.C. Hope Sponsor \$10,000	D.C. Support Sponsor \$7,500	D.C. Advocate Sponsor \$5,000	D.C. Prevention Sponsor \$2,500	Friend of AFSP \$1,000
Team table with signage at Walk <sup>A-6</sup>	✓	✓	✓	✓	✓	✓		
Post with sponsor's logo on NCAC's social media	✓	✓	✓	✓	✓	✓		
Logo with link to sponsor's website on Walk website	✓	✓	✓	✓	✓	✓		
Logo on Walk t-shirts <i>Deadline to receive this benefit is 9/13/24</i>	✓	✓	✓	✓	✓	✓		
Logo on sponsor sign at Walk event	✓	✓	✓	✓	✓	✓		
Promotional table at Walk Kickoff party (July 2024)	✓	✓	✓	✓	✓	✓		
Logo on Walk website	✓	✓	✓	✓	✓	✓	✓	
30-second "mission moment" video on Walk website <sup>A-5</sup>	✓	✓	✓	✓	✓	✓	✓	
Complimentary Walk t-shirts <sup>A-7</sup>	20	15	12	10	8	6	4	2
Private presentation of <a href="#">Talk Saves Lives™: Suicide Prevention Education for Workplace Settings</a>	✓	✓	✓	✓	✓	✓	✓	✓
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	✓	✓	✓	✓	✓	✓	✓	✓

\* See "Appendix: Sponsor Benefit Details" for more information, rules, and restrictions.

# 2024 SPONSOR AGREEMENT

## Washington, D.C. Out of the Darkness Walk

October 19, 2024 · Lincoln Memorial

[afsp.org/DC](https://afsp.org/DC)

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

- |   |  |
|---|--|
| <input type="checkbox"/> National Capital Area Presenting Sponsor \$50,000 <b>Exclusive</b> | <input type="checkbox"/> D.C. Support \$7,500    |
| <input type="checkbox"/> D.C. Community \$25,000 <b>Exclusive</b>                           | <input type="checkbox"/> D.C. Advocate \$5,000   |
| <input type="checkbox"/> D.C. Champion \$15,000   | <input type="checkbox"/> D.C. Prevention \$2,500 |
| <input type="checkbox"/> D.C. Hope \$10,000   | <input type="checkbox"/> Friend of AFSP \$1,000  |
|   | <input type="checkbox"/> 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](mailto:kmahoney@afsp.org).
- I wish to be anonymous
- I am interested in forming a walk team Register now at [afsp.org/DC](https://afsp.org/DC).
- I was referred by (name/company): \_\_\_\_\_

### Processing Instructions

- Check**
  - Complete online form and upload this agreement with your logo at [afsp.org/checksponsor](https://afsp.org/checksponsor)
  - Make check payable to: American Foundation for Suicide Prevention or AFSP
  - **Mail check with signed sponsor agreement to:**  
AFSP, Attn: OOTD Walks, 199 Water Street, 11<sup>th</sup> Floor, New York, NY 10038
- Credit Card**
  - Complete online form, upload this agreement with your logo, and make a secure credit card payment at [afsp.org/ccsponsor](https://afsp.org/ccsponsor)
- Invoice Requested**
  - Complete online form, upload this agreement with your logo, and request an invoice at [afsp.org/invoicerequest](https://afsp.org/invoicerequest)

### Important Deadlines

- Sponsor Deadline: **October 4, 2024**
- T-Shirt Deadline: **September 13, 2024**

### Authorized Signature \_\_\_\_\_

TAX ID# 13-3393329

**Thank You for Your Support!**



# 2024 IN-KIND DONATION FORM

## Washington, D.C. Out of the Darkness Walk

October 19, 2024 · Lincoln Memorial

[afsp.org/DC](https://afsp.org/DC)

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 a [afsp.org/DC](https://afsp.org/DC).
- I was referred by (name/company): \_\_\_\_\_

### Processing Instructions

- **In-Kind Gift Delivery:** Contact Kelly Mahoney at [kmahoney@afsp.org](mailto: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: SPONSOR 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](mailto: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 the *OOTD* Walks at all times.

## A-1

- **Benefit** Sponsorship and benefits for all NCAC Out of the Darkness Community Walks
- **Details**
  - 2024 NCAC *OOTD* Community Walks: 9/8 Prince William, 9/14 Loudoun, 9/29 Fairfax, 10/19 Washington, D.C. (estimated 5,000+ walkers total).
  - Deadline to guarantee benefits for all NCAC *OOTD* Community Walks is August 23, 2024. Deadline to have logo printed on all NCAC *OOTD* Community Walks t-shirts is August 2, 2024.

## A-2

- **Benefit** Promotional tent OR sponsorship of event area at Walk
- **Details**
  - Sponsor must notify Kelly Mahoney at [kmahoney@afsp.org](mailto:kmahoney@afsp.org) of intent for redemption at least 10 business days prior to the Walk to receive benefit.
  - If sponsor chooses the “promotional tent” option (not available for the D.C. Walk): AFSP will provide one tent, two tables and two chairs. Sponsor must provide all other materials.
  - If sponsor chooses the “sponsorship of event area” option: sponsor will work with NCAC to determine through which Walk 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.
  - The U.S. National Park Service does not permit sponsor promotional tents at the D.C. Walk. Therefore, only the “sponsorship of event area at Walk” benefit is available for that Walk event.

## A-3

- **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 June 30, 2025.

## A-4

- **Benefit** Promotional table at Walk
- **Details**
  - Sponsor must notify Kelly Mahoney at [kmahoney@afsp.org](mailto:kmahoney@afsp.org) of intent for redemption at least 10 business days prior to the Walk to receive this benefit.
  - AFSP will provide one table and two chairs. Sponsor must provide all other materials.
  - The U.S. National Park Service does not permit sponsor promotional tables at the D.C. Walk. Therefore, this benefit is not an available for that Walk event. Alternatively, if the sponsor registers a Walk team with the same name as the sponsor, AFSP will provide sponsor with a team tent with signage at the D.C. Walk. See A-6 below team table redemption for details.

## A-5

- **Benefit** 30-second “mission moment” video on NCAC website / social media / Walk website
- **Details**
  - Sponsor is responsible for creating video content and sending it to Kelly Mahoney at [kmahoney@afsp.org](mailto:kmahoney@afsp.org) for distribution. Video must follow [AFSP’s safe reporting guidelines](#).
  - Video will appear on websites through December 31, 2024.

## A-6

- **Benefit** Team tent with signage at Walk / Team table with signage at Walk
- **Details** Must have pre-registered Walk team with the same name as the sponsor at least 10 business days prior to Walk to guarantee this benefit. Sponsor shall notify Kelly Mahoney at [kmahoney@afsp.org](mailto:kmahoney@afsp.org) once their team is registered.

## A-7

- **Benefit** Complimentary Walk t-shirts
- **Details** T-shirts are to be redeemed by sponsor at the Check-in/Registration area at Walk. If sponsor is unable to redeem their t-shirts at Walk, they must email Kelly Mahoney at [kmahoney@afsp.org](mailto:kmahoney@afsp.org) to coordinate delivery by December 31, 2024.



