



Out of the Darkness™ Butler Campus Walk :

Sponsorship Opportunities

2024 Butler Out of the Darkness Campus Walk

afsp.org/butler



American
Foundation
for Suicide
Prevention





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Dear Friend and Community Leader,

You can be an everyday hero in the fight against suicide.

Partner with us as an event sponsor for the Butler Out of the Darkness Campus Walk taking place on *Saturday, April 20th, 2024*. Our mission to Save Lives and Bring Hope to Those Affected by Suicide would not be possible without the community engagement. Today, support for mental health is needed more than ever and we are asking that you join us in the movement to prevent suicide. With your help, the AFSP Indiana Chapter will be able to maximize our mission impact by reaching and serving more people through our lifesaving programs and resources.



Why support the Out of the Darkness Walk and AFSP?

Our community has always been the heart of the Out of the Darkness Walks. We will use our voices and share out stories to provide hope. Sponsor the 2024 Butler Out of the Darkness Campus Walk and show our community that you are a voice for suicide prevention.

Suicide is the 12th leading cause of death in the United States, and the suicide rate continues to rise. Promising news is that the 2022 Harris Poll revealed that 75% of adults in the U.S believe it is more important than ever to make suicide prevention a national priority. Your support will help bring our work to our local communities, while showing your customers and employees that you care about mental health and preventing suicide. YOU can help us create a culture that is smart about mental health.

Build your brand's goodwill by supporting a cause everyone can get behind.

Our walkers are passionate supporters of the cause, with 78% of online registrants indicating a personal investment in suicide prevention. And goodwill goes a long way: 91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality. Not only are consumers making purchase decisions with purpose top of mind, they are also buying and advocating for purposeful brands. 72% of consumers would recommend a brand that supports a good cause over one that doesn't. Sponsor the 2024 Butler Out of the Darkness Campus Walk and show our community that you're a voice for suicide prevention.

Companies and organizations are also encouraged to make a walk team for the 2024 Butler Out of the Darkness Campus Walk. You can learn more about the event and make a walk team for free at afsp.org/butler.

The American Foundation for Suicide Prevention (AFSP) leads the fight against suicide.

Funds raised from the Out of the Darkness Walk will allow us to fund research, create educational programs, advocate for public policy, and support survivors of suicide loss.

We look forward to discussing our 2024 sponsorship opportunities and benefits with you in more detail.
#TogetherToFightSuicide

For more information, please contact:

Kylie Hagarty

Indiana Special Events Manager

317-665-0790

khagarty@afsp.org

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

American Foundation for Suicide Prevention

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

Your Support at Work

The American Foundation for Suicide Prevention is a voluntary health organization that gives those affected by suicide a nationwide community empowered by research, education, and advocacy to take action against this leading cause of death. Our mission is to **save lives and bring hope to those affected by suicide**. With chapters in all 50 states, AFSP leads the charge in:



Support

Providing support through initiatives like the Survivor Outreach Program, 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.



Education

Delivering evidence-based 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™ program has helped over 60,000 people since 2016. More Than Sad has taught over a million students and educators how to be smart about mental health.



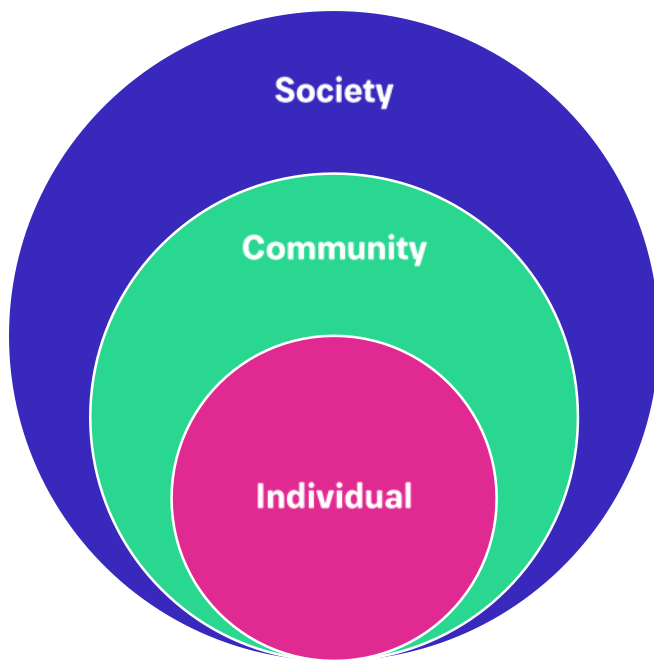
Research

Discovering better ways to prevent suicide through research. Findings from our studies have shaped prevention efforts around the world. Since 1987, the organization has funded more than 552 research grants totaling more than \$34 million.



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 over 20,000 volunteer advocates across the country.



In order to fulfill our mission, AFSP **invests in prevention at multiple levels to make a long-term impact.**

- AFSP is a national, statewide, and local organization recognizing that change must happen at the **individual, community, and societal levels** in order to fight suicide.
- AFSP's work is **driven by science** and supports **evidence-based change** across all contexts.
- By supporting AFSP, you are supporting a grassroots organization dedicated to **saving lives and bringing hope to those affected by suicide in your community, in your state, and across the country.**



Butler Out of the Darkness Campus Walk

2024 Sponsorship Levels



American
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Prevention Sponsor | Donate \$500

Benefits Include:

- 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 disorders and those impacted by suicide
- Tax-deductible donation & donation receipt
- Your logo on the 2024 Butler Out of the Darkness Walk website (afsp.org/butler)
- Your logo posted on the Facebook Event Page
- Your logo on the 2024 Butler Walk Shirt (Butler has over 500+ participants)
- Your logo included in e-blast communications with past and current participants
- An opportunity to have a company table at the 2024 Butler Out of the Darkness Walk
- 5 complimentary Butler Out of the Darkness Walk t-shirts (shirt pick-up is on-site at event)

Advocate Sponsor | Donate \$1,000

Benefits Include:

- Prevention Level sponsorship benefits listed above
- Recognition as a program sponsor for AFSP Presentation and/or Mental Health Suicide Prevention Program
- A complimentary virtual Talk Saves Lives Workplace Training for your company (dates and times subject to trainer availability).
- Recognition as a sponsor during Butler Out of the Darkness Ceremony
- 10 complimentary Butler Out of the Darkness Walk t-shirts

Connection Sponsor | Donate \$2,500

Benefits Include:

- Prevention & Advocate Level sponsorship benefits listed above
- Your company recognized in announcements at event
- Your company listed as sponsor in 2 mailings of Butler Out of the Darkness Walk
- 4 featured mentions on @afspindiana social platforms
- 15 complimentary Butler Out of the Darkness Walk t-shirts

Hope Sponsor | Donate \$5,000

Benefits Include:

- Prevention, Advocate & Support Level sponsorship benefits listed above
- Dedicated mission moment email sent by sponsor to Indiana Database with over 30,000 subscribers
- 1 complimentary online prevention education program per quarter (4 total)
- 6 featured mentions on @afspindiana social platforms
- 20 complimentary Butler Out of the Darkness Walk t-shirts

Champion Sponsor | Donate \$10,000+

Benefits Include:

- Prevention, Advocate, Support & Hope Level sponsorship benefits listed above
- "Presented by Your Logo/Name" on Spring Out of The Darkness Shirts in Indiana
- 10 featured mentions on @afspindiana social platforms
- Your company listed as sponsor in 4 mailings of Butler Out of the Darkness Walk with 3,000 subscribers
- 25 complimentary Butler Out of the Darkness Walk t-shirts

In-Kind Sponsor | Benefits include (with minimum value of \$500)

- 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 disorders and those impacted by suicide
- Tax-deductible donation & donation receipt
- Your logo on the 2024 Butler Out of the Darkness Walk website

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

***Must have logo and signed sponsorship agreement turned in by Friday March 15, 2024 to have logo on walk t-shirt.**



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OUT OF THE DARKNESS BUTLER WALK 2024 SPONSORSHIP AGREEMENT

Name/Company Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Phone: _____ Email: _____

Company Website Address: _____

Please select one of two sponsorship options:

Donation: <input type="checkbox"/> Champion Level Sponsor Donate \$10,000 <input type="checkbox"/> Hope Level Sponsor Donate \$5,000 <input type="checkbox"/> Connection Level Sponsor Donate \$2,500 <input type="checkbox"/> Advocate Level Sponsor Donate \$1,000 <input type="checkbox"/> Prevention Level Sponsor Donate \$500	OR	In-Kind: Product OR Service: _____ Fair Market Value (product or service): \$ _____ Value Determined by _____
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Additional Options:

- ☐ Call me, I am interested in forming a team for the walk
☐ Unable to sponsor, but please accept this donation \$ _____
☐ I was referred by (name/company): _____

****We authorize The American Foundation for Suicide Prevention to include our corporate name and logo on all "Out of the Darkness" materials consistent with our sponsorship selection and publication dates.**

Authorized Signature: _____

Date: _____

Donation Via:

- ☐ **Check Enclosed**
 Make checks payable to AFSP or American Foundation for Suicide Prevention with "Butler Out of the Darkness Walk" in memo. Mail completed sponsorship page and check to AFSP Indiana 14350 Mundy Drive 800-199 Noblesville, IN 46060.
- ☐ **Invoice required to process payment**
 If an invoice is required to process payment, please complete this sponsorship form and indicate that you need an invoice.
- ☐ **Credit Card**
 If paying by CC, a secure link will be shared with you to pay online upon completing and submitting the sponsorship form.

Agreement and Logo Due by Friday, March 15, 2024*

Please scan and email or mail this agreement, logo, & website link to: khagarty@afsp.org or upload this agreement and company logo to: www.afsp.org/walksponsors.

If mailing payment, upload form and logo electronically and send payment with copy of form to Indiana Chapter:
AFSP Indiana, 14350 Mundy Drive 800-199 Noblesville, IN 46060

Logo format for website & t-shirts (\$500 donation value & above): pdf, tif, jpeg, or eps.

Shirt Size for Sponsorship Donation

Champion Level \$10,000 25 complimentary shirts	Hope Level \$5,000 20 complimentary shirts	Support Level \$2,500 15 complimentary shirts	Advocate Level \$1,000 10 complimentary shirts	Prevention Level \$500 5 complimentary shirts
Size: S # _____ M # _____ L # _____ XL # _____ 2XL # _____ 3XL # _____ 4XL # _____ 5XL # _____				

T-shirt details: T-shirts are to be redeemed by Sponsor at the Check-in/Registration area at the walk. If sponsor is unable to redeem their t-shirts at Walk, please email Kylie Hagarty khagarty@afsp.org to coordinate delivery

Thank you for your generous support of the American Foundation for Suicide Prevention! You are helping save lives in your community.

American Foundation for Suicide Prevention

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