



# HOPE

## WALKS HERE

# #STOPSUICIDE

Out of the Darkness™

Point Park University Campus Walk:  
2024 Sponsorship Opportunities

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



American  
Foundation  
for Suicide  
Prevention



# Sponsor the Point Park University Campus Walk



Today, support for youth mental health is needed more than ever and we are asking you to join us in the movement to prevent suicide at our local schools and communities. With your help, the Western Pennsylvania will be able to maximize our mission impact by reaching and serving more people through our lifesaving programs and resources.

## Why Support the Point Park University Walk

Suicide is the 12<sup>th</sup> leading cause of death in the United States, and the 3<sup>rd</sup> leading cause of death amongst ages 15-24. A 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 schools and community, as well as show your customers and employees that you care about mental health and preventing suicide.

In Pennsylvania, suicide is the 13<sup>th</sup> leading cause of death, and the 3<sup>rd</sup> leading cause of death amongst ages 10-34. Over six times as many people died by suicide than in alcohol related motor vehicle accidents.

## Join Us in the Fight Against Suicide

To recognize your support, we have developed a variety of options to elevate your brand awareness and align your business with a good cause! For information about sponsor levels and benefits, please see the enclosed **Sponsor Benefits** and **Sponsor Agreement**. *We are happy to work with you to meet your specific sponsorship needs.*

Thank you for your consideration. We look forward to partnering with you to save lives!

**For more information, please contact:**

Jesse Putkoski  
Area Director, Western PA, American  
Foundation for Suicide Prevention  
412-510-9514  
[jputkoski@afsp.org](mailto:jputkoski@afsp.org)

# 2023 AFSP Western Pennsylvania Chapter Impact Sheet & Highlights

## Your Support Helps Save Lives

With chapters in all 50 states and Puerto Rico, AFSP is leading the fight in suicide prevention. Our mission is to save lives and bring hope to those affected by suicide. We do so by creating a culture that's smart about mental health through education and community programs, research, advocacy, and support for those affected by suicide. Thank you for the important work you are doing to support suicide prevention.



**200**

Education programs delivered throughout Western PA with a reach of over 7,000 people



**11**

Out of the Darkness™ Walks throughout the Spring and Fall



**612**

Volunteers donating their time to #StopSuicide in Western PA



**6**

International Survivors of Suicide Loss Day Events in November throughout Western PA



**6,224**

Social media followers



**587**

Advocates who are fighting for local and federal policy change



**37**

New research grants awarded internationally, made possible through chapter fundraising efforts



# Point Park University Out of the Darkness Campus Walk

## 2024 Sponsorship Levels



American  
Foundation  
for Suicide  
Prevention



### Prevention Sponsor | Donate \$250

#### 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 posted on the Facebook Event Page
- Logo on the official Point Park University Walk t-shirt
- Logo on the official Point Park University Walk t-shirt
- Your logo included in e-blast communications with past and current participants

### Advocate Sponsor | Donate \$500

#### Benefits Include:

- Prevention Level sponsorship benefits listed above
- 30 second mission moment to share on Point Park University Walk Facebook Event Page and Point Park University Walk Page
- Recognition as a program sponsor for AFSP Presentation and/or Mental Health Suicide Prevention Program
- A complimentary online prevention education program
- Recognition as a sponsor during Point Park University Out of the Darkness Ceremony
- Logo on the Point Park University walk website ([afsp.org/pointpark](https://afsp.org/pointpark))
- Sponsor sign along the walk route
- 2 complimentary Point Park University Out of the Darkness Walk t-shirts
- Opportunity to include promotional item in walker gift bag

### Support Sponsor | Donate \$750

#### 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 Point Park University Out of the Darkness Walk
- 30 second mission moment to share during Point Park University Walk Ceremony (pre-recorded)
- 2 featured mentions on @afspwesternpa social platforms
- 4 complimentary Point Park University Out of the Darkness Walk t-shirts

### Hope Sponsor | Donate \$1,000

#### Benefits Include:

- Prevention, Advocate & Support Level sponsorship benefits listed above
- Dedicated mission moment email sent by sponsor to Western PA Database
- 1 complimentary online prevention education program per quarter (4 total)
- 5 featured mentions on @afspwesternpa social platforms
- 8 complimentary Point Park University Out of the Darkness Walk t-shirts

### Champion Sponsor | Donate \$1,500

#### Benefits Include:

- Prevention, Advocate, Support & Hope Level sponsorship benefits listed above
- "Presented by Your Logo/Name" on Spring Out of The Darkness Shirts in Western PA (signed agreement & logo must be submitted by March 8<sup>th</sup> in order to appear on all Spring shirts)
- 10 featured mentions on @afspwesternpa social platforms
- Your company listed as sponsor in 4 mailings of Point Park University Out of the Darkness Walk with 3,000 subscribers
- 10 complimentary Point Park University Out of the Darkness Walk t-shirts

### In-Kind Sponsor | Benefits include (with minimum value of \$250)

- 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 Point Park University Out of the Darkness t-shirt (\$250+)
- Your logo on the 2024 Point Park University Out of the Darkness Walk website (\$500+)
- These items can include a raffle contest item and/or pizza, snacks, or beverages

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 8<sup>th</sup> to have logo on walk t-shirt**

# What It Can Look Like for You

## Digital

Your Logo on Walk Landing Page And Email Campaigns



## Social Media Posts

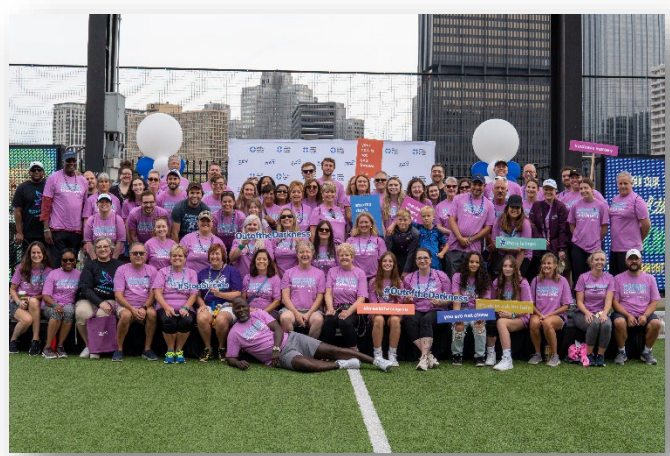


# What It Can Look Like for You

## On-Event



# Start a Team!



**We love our sponsors. We love our teams. So we REALLY love our sponsor teams!**

In addition to the benefits previously outlined, the Point Park University Walk can help you set-up your team(s) and bring your support to a whole new level of engagement with your employees, customers, friends, family members, and your local communities. For team information contact Jesse Putkoski at [jputkoski@afsp.org](mailto:jputkoski@afsp.org).

## Regional Sponsors

Regional Sponsors are invited to have their very own team page like the ones below! This is a wonderful way to have multiple teams in one place, encourage some healthy competition, and to show your dedication to the cause to all of your employees.

### Taking Steps to Save Lives

Join Humana SALUTE, Caregivers and GenUs Network Resource Groups as we cultivate health in recognition of National Suicide Prevention Month and World Suicide Prevention Day. Align with Humana associate volunteers and thrive together. Join your local Humana volunteer team at the Out of The Darkness Community Walk near you.

We recognize that in 2021, research found that 30,177 active duty personnel and veterans who served in the military after 9/11 have died by suicide - compared to the 7,057 service members killed in combat in those same 20 years. That is, military suicide rates are four times higher than deaths that occurred during military operations. Equally as alarming and unfortunate are the statistics that point to Veterans being at 50% higher risk of suicide than their peers who have not served. Since 2006, there has been an 86% increase in suicide rate among 18-to-34 year old male veterans. By 2030, the total of veteran suicides will be 23x higher than the number of post-9/11 combat deaths.

We are on a mission to impact this tragic epidemic through community partnerships in education, inclusion and recognition. Volunteer to support your local community walk by contacting the team captain. Join us as we walk Out of The Darkness, together.

Register for one of our teams by clicking a [Join Our Team](#) button below.

#### HOW TO REGISTER?

Click here to view a [step-by-step guide](#).

<p><b>Humana SALUTE NRG</b> Louisville Walk</p> <p><a href="#">JOIN OUR TEAM</a></p>	<p><b>Humana SALUTE NRG</b> Miami Walk</p> <p><a href="#">JOIN OUR TEAM</a></p>	<p><b>Humana</b> Greater Houston Area Walk</p> <p><a href="#">JOIN OUR TEAM</a></p>	<p><b>Humana SALUTE NRG</b> Jacksonville Walk</p> <p><a href="#">JOIN OUR TEAM</a></p>
<p><b>Humana</b> St Louis Walk</p> <p><a href="#">JOIN OUR TEAM</a></p>			

\$525.00 Raised

Goal \$5,000.00

#### Our Impact

\$525.00 Raised 22 Participants 5 Teams

\$0.00 Raised

Goal \$25,000.00



Greenbrook is collaborating with AFSP to help stop suicide. Click your walk below to join a Greenbrook team to help support AFSP's mission

#### Anchorage Walk

September 11, 2021

[REGISTER](#)

#### Ventura County Virtual Walk

September 18, 2021

[REGISTER](#)

#### St. Louis Walk

September 26, 2021

[REGISTER](#)

#### Loudoun Walk

September 26, 2021

[REGISTER](#)

#### Salem-Roanoke Walk

October 2, 2021

[REGISTER](#)

#### Cleveland Walk

October 9, 2021

[REGISTER](#)

#### St. Petersburg Walk

October 9, 2021

[REGISTER](#)

#### Metro Detroit Walk

October 16, 2021

[REGISTER](#)

#### Portland Oregon Virtual Walk

October 16, 2021

[REGISTER](#)

#### San Diego Walk

October 16, 2021

[REGISTER](#)

# SPONSOR AGREEMENT

## Point Park University Campus Walk

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

- Champion Sponsor | Donate \$1,500**
- Hope Sponsor | Donate \$1,000**
- Support Sponsor | Donate \$750**
- Advocate Sponsor | Donate \$500**
- Prevention Sponsor | Donate \$250**
- In-Kind Sponsorship – See Next Page**

### Payment Methods

#### Invoice Needed

- Request an invoice and upload your logo (if your sponsorship level includes a logo) at [afsp.org/invoicerequest](https://afsp.org/invoicerequest)

#### Check

- Fill out form online and upload your logo (if your sponsorship level requires a logo) at [afsp.org/checksponsor](https://afsp.org/checksponsor)
- Make Payable to: American Foundation for Suicide Prevention or AFSP
- Mail check with this or online form to: AFSP, Attn: OOTD Walks, 199 Water Street, 11<sup>th</sup> Floor, New York, NY 10038

#### Credit Card

- To make a secure credit card payment, complete this form and upload your logo (if your sponsorship level requires a logo) go to [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, PNG). **Logo is due by March 8, 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 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: \_\_\_\_\_

Tax ID and financials at: [www.afsp.org/financials](https://www.afsp.org/financials).

Thank you for your generous support!



# IN-KIND DONATION FORM

## Point Park University Campus 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 of \$250+ may qualify for Sponsor Benefits*

### Additional Options

My gift(s) has a fair-market value of \$250+ and I wish to receive Sponsor Benefits

### Processing Instructions & Important Deadlines

- **In-Kind Gift Delivery:** Please contact Jesse Putkoski at [jputkoski@afsp.org](mailto:jputkoski@afsp.org) to coordinate delivery
- **Sponsor Deadline: April 8, 2024** Email signed agreement & logo to [jputkoski@afsp.org](mailto:jputkoski@afsp.org)
- **Sponsor T-Shirt Deadline: March 8, 2024** Email signed agreement & logo to [jputkoski@afsp.org](mailto:jputkoski@afsp.org)

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*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!***

# Request for Taxpayer Identification Number and Certification

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

▶ Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	<p><b>1</b> Name (as shown on your income tax return). Name is required on this line; do not leave this line blank</p> <p><b>American Foundation for Suicide Prevention</b></p>	
	<p><b>2</b> Business name/disregarded entity name, if different from above</p>	
	<p><b>3</b> Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.</p> <p><input type="checkbox"/> Individual/sole proprietor or single-member LLC</p> <p><input type="checkbox"/> C Corporation</p> <p><input type="checkbox"/> S Corporation</p> <p><input type="checkbox"/> Partnership</p> <p><input type="checkbox"/> Trust/estate</p> <p><input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____</p> <p><b>Note:</b> 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 <b>not</b> 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.</p> <p><input checked="" type="checkbox"/> Other (see instructions) ▶ <b>Nonprofit corporation exempt under IRS Code section 501(c)(3)</b></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) <b>1</b></p> <p>Exemption from FATCA reporting code (if any) _____</p> <p><i>(Applies to accounts maintained outside the U.S.)</i></p>
	<p><b>5</b> Address (number, street, and apt. or suite no.) See instructions</p> <p><b>199 Water Street, FL 11</b></p>	<p>Requester's name and address (optional)</p>
	<p><b>6</b> City, state, and ZIP code</p> <p><b>New York, NY 10038</b></p>	
	<p><b>7</b> List account number(s) here (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.

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


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

**Part II Certification**

Under penalties of perjury, I certify that:

- 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
- 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
- I am a U.S. citizen or other U.S. person (defined below); and
- 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>05/13/2021</b>
------------------	----------------------------	---	--------------------------

## 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).

### 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.*