

One Night One Goal Stop Suicide



New York City June 20
TheOvernight.org

Sponsorship Opportunities



American
Foundation
for Suicide
Prevention



Sponsor the Out of the Darkness™ Overnight Walk

Since the inaugural walk in 2002, there have been 24 Overnights, more than 5,000 volunteers, 37,000 Walkers, 428,000 donors, and more than \$50 million raised.

Be Part of the Largest Suicide Prevention Fundraising Event in History

In honor of AFSP's 25th Overnight Walk, we are hosting one event in New York City on June 20, 2020.

Why Support the Out of the Darkness Overnight Walk

Suicide is a leading cause of death – but it's preventable. With your support, we can save lives and bring hope to those affected by suicide.

Build Your Brand's Goodwill by Supporting a Cause Everyone Can Get Behind

Overnight Walkers are passionate supporters of the cause, with 78% of online registrants indicating a personal investment in suicide prevention. Goodwill goes a long way: 86% of consumers believe that companies should take a stand for social issues, and 64% of those who said it's 'extremely important' for a company to take a stand on a social issue said they were 'very likely' to purchase a product based on that commitment.¹

The American Foundation for Suicide Prevention (AFSP) Leads the Fight Against Suicide

Funds raised from The Overnight allow us to fund research, create educational programs, advocate for public policy, and support survivors of suicide loss.

For more information, please contact:

Nicole Dolan, Out of the Darkness Walks Senior Director
American Foundation for Suicide Prevention
212-363-3500 ext. 2029
ndolan@afsp.org

¹ 2018 Shelton Group's 'Brands & Stands: Social Purpose is the New Black'

Presenting Sponsor (Exclusive)

Investment

- \$100K

Benefits

Participation

- Full participation for team of up to 40 of your employees and/or clients
- Complimentary walk t-shirts provided to all Overnight Walk team members
- Ten invitations to VIP reception the evening before the walk
- Four invitations to North Star Brunch the morning of the walk

Print/Online

- Recognition in the AFSP FY 2020 Annual Report
- Acknowledgment in Out of the Darkness Overnight Walk press release
- Recognition in post-event summary on our website, afsp.org
- Logo placement (with link) on the Overnight Walk event page
- Featured post with link of AFSP's National Facebook page (over 400k followers)
- Logo placement in all automatically generated participant e-mail notifications
- Logo placement and two to three sentence sponsor highlight in "Guide to The Overnight" e-newsletter, sent to all participants prior to event

Day-of Event

- Logo featured on sponsor banner at stage
- Logo on sponsor signage at ceremonies site (min. two signs)
- Sponsor tent provided at Opening and Closing Ceremonies
- Verbal acknowledgment during Opening Ceremony
- Acknowledgment in day-of media and press materials
- Logo included on signage at all stops along walk route (min 6)
- Logo on registration t-shirts distributed to all registered participants (deadline: 1/15/2020)
- Logo on "victory" t-shirts distributed at finish line (deadline: 3/20/2020)
- Recognition in route flyer made available to participants day of event

*Please note logo placement opportunities on printed items are subject to production deadlines

Platinum Sponsor

Investment

- \$50K

Benefits

Participation

- Full participation for team of up to 20 of your employees and/or clients
- Complimentary walk t-shirts provided to all Overnight Walk team members
- Eight invitations to VIP reception the evening before the walk
- Two invitations to North Star Brunch the morning of the walk

Print/Online

- Recognition in the AFSP FY 2020 Annual Report
- Recognition in post-event summary on our website, afsp.org
- Logo placement (with link) on the Overnight Walk event page
- Featured post with link of AFSP's National Facebook page (over 400k followers)
- Logo placement in select participant e-mail notifications
- Logo placement and two to three sentence sponsor highlight in "Guide to The Overnight" e-newsletter, sent to all participants prior to event

Day-of Event

- Logo featured on sponsor banner at stage
- Logo on sponsor signage at ceremonies site (min. two signs)
- Sponsor tent provided at Opening and Closing Ceremonies
- Verbal acknowledgment during Opening Ceremony
- Acknowledgment in day-of media and press materials
- Logo included on signage at rest stops along walk route (min 2)
- Logo on registration t-shirts distributed to all registered participants (deadline: 1/15/2020)
- Logo on "victory" t-shirts distributed at finish line (deadline: 3/20/2020)
- Recognition in route flyer made available to participants day of event

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Gold Sponsor

Investment

- \$25K

Benefits

Participation

- Full participation for team of up to 10 of your employees and/or clients
- Complimentary walk t-shirts provided to all Overnight Walk team members
- Four invitations to VIP reception the evening before the walk

Print/Online

- Recognition in the AFSP FY 2020 Annual Report
- Recognition in post-event summary on our website, afsp.org
- Logo placement (with link) on the Overnight Walk event page
- Logo placement in "Guide to The Overnight" e-newsletter, sent to all participants prior to event

Day-of Event

- Logo featured on sponsor banner at stage
- Logo on sponsor signage at ceremonies site (min. two signs)
- Verbal acknowledgment during Opening Ceremony
- Recognition in route flyer made available to participants day of event

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Silver Sponsor

Investment

- \$15K

Benefits

Participation

- Full participation for team of up to six of your employees and/or clients
- Complimentary walk t-shirts provided to all Overnight Walk team members
- Two invitations to VIP reception the evening before the walk

Print/Online

- Recognition in the AFSP FY 2020 Annual Report
- Recognition in post-event summary on our website, afsp.org
- Logo placement (with link) on the Overnight Walk event page
- Logo placement in "Guide to The Overnight" e-newsletter, sent to all participants prior to event

Day-of Event

- Logo featured on sponsor banner at stage
- Verbal acknowledgment during Opening Ceremony
- Recognition in route flyer made available to participants day of event

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Midnight Snack Sponsor

Investment

- \$12K

Benefits

- Recognition in the AFSP FY 2020 Annual Report
- Recognition in post-event summary on our website, afsp.org
- Logo placement (with link) on the Overnight Walk event page
- Banner recognition at Midnight Snack Tent as Official Sponsor
- Signage at Midnight Snack site as Official Sponsor (min. one)
- Recognition in route flyer made available to participants day of event

Breakfast Sponsor

Investment

- \$10K

Benefits

- Recognition in the AFSP FY 2020 Annual Report
- Recognition in post-event summary on our website, afsp.org
- Logo placement (with link) on the Overnight Walk event page
- Banner recognition at Breakfast Tent as Official Sponsor
- Signage at Breakfast site as Official Sponsor
- Recognition in route flyer made available to participants day of event

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Rest Stop Sponsor

Investment

- \$6K per Rest Stop

Benefits

- Recognition in the AFSP FY 2020 Annual Report
- Logo placement (with link) on the Overnight Walk event page
- Signage at Rest Stop as Official Sponsor (min. two)
- Recognition in route flyer made available to participants day of event

*Discounts available for sponsoring multiple stops

Hydration Stop Sponsor

Investment

- \$4K per Hydration Stop

Benefits

- Logo placement (with link) on the Overnight Walk event page
- Signage at Hydration Stop as Official Sponsor (min. one)
- Recognition in route flyer made available to participants day of event

*Discounts available for sponsoring multiple stops

*Please note logo placement opportunities on printed items are subject to production deadlines

Sponsor an Inspirational Route Marker

Show our Walkers that your business cares about suicide prevention by sponsoring a 22" x 28" route sign with a custom inspirational message* that they'll read along their Overnight journey.

Investment

- \$2K per sign

Benefits

- Recognition in route flyer made available to participants day of event
- Logo and personalized message on sponsored inspirational sign(s)

*All messages subject to AFSP approval

Sponsor a Point of Interest Route Marker

There are many interesting sites to see in our Overnight cities, and we select the best to highlight with our Point of Interest Markers, so our Walkers know when to look up to appreciate a historical landmark. Add your company's logo to the center of one of these 16" x 16" signs so they'll know your business is with them in the fight to stop suicide.

Investment

- \$1K per sign

Benefits

- Recognition in route flyer made available to participants day of event
- Recognition on sponsored route point of interest marker(s)

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At a Glance

	Presenting (\$100k)	Platinum (\$50k)	Gold (\$25k)	Silver (\$15k)	Midnight Snack (\$12k)	Breakfast (\$10k)	Rest Stop (\$6k)	Hydration Stop (\$4k)	Inspirational Marker (\$2k)	Route Marker (\$1k)
Participation										
Participation of team (number of members)	40	20	10	6						
Complimentary walk t-shirt for all team members	√	√	√	√						
Invitation to VIP reception (evening before event)	10	8	4	2						
Invitation to North Star Brunch (morning of event)	4	2								
Print/Online										
Recognition in the AFSP FY 2020 Annual Report	√	√	√	√	√	√	√			
Logo placement, with link, on Overnight event page	√	√	√	√	√	√	√	√		
Recognition in post-event summary at afsp.org	√	√	√	√	√	√				
Logo placement/ description in Guide to The Overnight	√	√	Logo Only	Logo Only						
Featured post (with link) on AFSP's National Facebook page	√	√								
Logo placement in participant e-mail notifications	All	Select								
Acknowledgment in Overnight Walk press release	√									

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Day-of Event*										
Logo on sponsor banner at stage	√	√	√	√						
Verbal acknowledgment during opening ceremony	√	√	√	√						
Logo on sponsor signage at ceremonies site	√	√	√							
Sponsor tent at ceremonies	√	√								
Acknowledgment in day-of media and press materials	√	√								
Logo included on signage at stops along route (number of stops)	6	2								
Logo on registration t-shirts	√	√								
Logo on "victory" t-shirts distributed at finish line (deadline: 3/20/20)	√	√								
Logo on route flyer made available day of event	√	√	√	√	√	√	√	√	√	√
Banner recognition at meal site as official sponsor					√	√				
Signage at stop as official sponsor					√	√	√	√		
Recognition on route marker(s)									√	√

For more information or to design a custom sponsorship plan, please contact: Nicole Dolan, Out of the Darkness Walks Senior Director at ndolan@afsp.org or 212-363-3500 ext. 2029

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