



# 2025 OVERNIGHT NEW YORK CITY

**Sponsorship Opportunities**

**ONE NIGHT.  
ONE GOAL.  
STOP SUICIDE.**

[TheOvernight.org](http://TheOvernight.org)



# Sponsor the Out of the Darkness™ Overnight Walk

Since the inaugural walk in 2002, there have been 27 Overnight Walks and two Overnight Virtual Experiences, more than 5,500 volunteers, 42,000 Participants, 550,000 donors, and almost \$60 million raised.

## Be Part of the Largest Suicide Prevention Fundraising Event in History

We are hosting the 2025 Overnight Walk in New York City, benefiting the American Foundation for Suicide Prevention.

## 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.

## 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. Learn more at [afsp.org](https://afsp.org).

### For more information, please contact:

Erin Kenny, Senior Manager, Overnight Walk  
American Foundation for Suicide Prevention  
212-363-3500 ext. 2055  
[ekenny@afsp.org](mailto:ekenny@afsp.org)

# Sponsorships

## Presenting Sponsor: \$100K

This is the top sponsorship level – you will be the most highlighted and recognized supporter of the Overnight Walk and suicide prevention!

### 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 2025 Annual Report
- Acknowledgment in Out of the Darkness Overnight Walk press release
- Recognition in post-event summary on our website, [afsp.org](https://afsp.org)
- Logo placement (with link) on the Overnight Walk event page
- Featured post with link of AFSP's National Facebook page (over 550k 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
- 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
- Logo on registration t-shirts distributed to all registered participants (deadline: 3/10/25)
- Logo on "victory" t-shirts distributed at finish line (deadline: 3/10/25)

## **Ceremonies Sponsor: \$50K**

Participants attend our Opening and Closing Ceremonies to begin and end the event. You can sponsor the Ceremonies and make them more memorable and special.

### **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 2025 Annual Report
- Acknowledgment in Out of the Darkness Overnight Walk press release
- Recognition in post-event summary on our website, [afsp.org](https://afsp.org)
- Logo placement (with link) on the Overnight Walk event page
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### **Day-of Event**

- Logo featured on sponsor banner at stage
- 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
- Logo on registration t-shirts distributed to all registered participants (deadline: 3/10/25)
- Logo on "victory" t-shirts distributed at finish line (deadline: 3/10/25)

## **Exclusive 30 for 30 Sponsor: \$30K**

AFSP's 30th Overnight Walk is this June! We are offering an exclusive opportunity for you to sponsor the 30th event to become a long-lasting part of The Overnight.

### **Participation**

- Full participation for team of up to 12 of your employees and/or clients
- Complimentary walk t-shirts provided to all Overnight Walk team members
- Six 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 2025 Annual Report
- Recognition in post-event summary on our website, [afsp.org](https://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
- Featured post with link of AFSP's National Facebook page (over 550k followers)
- Logo placement in all automatically generated participant e-mail notifications

### **Day-of Event**

- Logo featured on sponsor banner at stage
- Verbal acknowledgment during Opening Ceremony
- Logo on registration t-shirts distributed to all registered participants (deadline: 3/10/25)
- Logo on "victory" t-shirts distributed at finish line (deadline: 3/10/25)

## Midnight Snack Sponsor: \$25K

Midnight Snack is the largest stop along the route for participants to enjoy a meal and well-deserved break.

### 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 2025 Annual Report
- Recognition in post-event summary on our website, [afsp.org](https://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 on sponsor signage at Midnight Snack (min. two signs)
- Verbal acknowledgment during Opening Ceremony

## Rest Stop Sponsor: \$20K

Rest Stops are stops along the route with hydration, snacks, and restrooms for Walkers to rest.

### 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 2025 Annual Report
- Recognition in post-event summary on our website, [afsp.org](https://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

- Verbal acknowledgment during Opening Ceremony
- Signage at Rest Stop as Official Sponsor (min. two)

## Quick Stop Sponsor: \$15K

Quick stops are just like their name – these are quicker route stops with hydration and restrooms.

### Participation

- Full participation for team of up to four of your employees and/or clients
- Complimentary walk t-shirts provided to all Overnight Walk team members

### Print/Online

- Recognition in the AFSP FY 2025 Annual Report
- Recognition in post-event summary on our website, [afsp.org](https://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

- Verbal acknowledgment during Opening Ceremony
- Signage at Quick Stop as Official Sponsor (min. two)

## VIP Reception Sponsor: \$15K

The VIP Reception is the evening before The Overnight held to welcome our community members that raised \$3,000+ to another impactful Overnight Walk.

### Benefits

- Six invitations to the VIP reception
- Verbal recognition at the reception
- Recognition in the AFSP FY 2025 Annual Report
- Recognition in post-event summary on our website, [afsp.org](https://afsp.org)
- Logo placement (with link) on the Overnight Walk event page

## North Star Brunch Sponsor: \$12K

Sponsor a brunch the morning of The Overnight to acknowledge and honor our top fundraisers, our North Stars, who individually fundraised \$10,000+.

### Benefits

- Four invitations to the North Star Brunch
- Verbal recognition at the reception
- Recognition in the AFSP FY 2025 Annual Report
- Recognition in post-event summary on our website, [afsp.org](https://afsp.org)
- Logo placement (with link) on the Overnight Walk event page

## Sunday Morning Breakfast Sponsor: \$10K

Our Walker's walked 16+ miles all night to Stop Suicide. You can thank them, support them, and help Stop Suicide with a hot breakfast.

### Benefits

- Recognition in the AFSP FY 2025 Annual Report
- Recognition in post-event summary on our website, [afsp.org](https://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

## Incentives Sponsor: \$10K

Participants receive exclusive gifts for their incredible fundraising efforts. You can sponsor these gifts to say thank you to our participants for their efforts to stop suicide. You can sponsor these gifts to say thank you to our participants for their efforts to stop suicide.

### Benefits

- Two guests are invited to join the Incentives Tent at the event to connect with participants and share your swag
- Recognition in the AFSP FY 2025 Annual Report
- Recognition in post-event summary on our website, [afsp.org](https://afsp.org)
- Logo placement (with link) on the Overnight Walk event page

\*All items are chosen by AFSP

## Point of Interest Sponsor: \$5K

There are many interesting sites to see in our Overnight cities, and we select the best to highlight with our Point of Interest Route Markers, so our Walkers know when to look up to appreciate a historical or exciting landmark. Add your logo to the center of one of these signs.

### Benefits

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

## Inspirational Sign Sponsor: \$2K

Show our Walkers that you care about suicide prevention by sponsoring a route sign with a custom inspirational message\* that they'll read along their Overnight journey.

### 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



# At a Glance

	Presenting (\$100k)	Ceremonies (\$50k)	30 for 30 (\$30k)	Midnight Snack (\$25k)	Rest Stop (\$20k)	Quick Stop (\$15k)	VIP Reception (\$15k)	North Star Brunch (\$12k)	Walker Breakfast (\$10k)	Incentives (\$10k)	Point of Interest (\$5k)	Inspirational Sign (\$2k)
<b>Participation</b>												
Participation of team (number of members)	40	20	12	10	6	4						
Complimentary walk t-shirt for all team members	√	√	√	√	√	√						
Invitation to VIP reception (evening before event)	10	8	6	4	2		6					
Invitation to North Star Brunch (morning of event)	4	2	2					4				
<b>Print/Online</b>												
Recognition in the AFSP FY 2025 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	√	√	√	√	√	√						
Featured post (with link) on AFSP's National Facebook page	√	√	√									
Logo placement in participant e-mail notifications	All	All	Select									
Acknowledgment in Overnight Walk press release	√	√										

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

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<b>Day-of Event*</b>												
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)	√	√										
Logo on registration t-shirts (deadline: 3/10/25)	√	√	√									
Logo on "victory" t-shirts distributed at finish line (deadline: 3/10/25)	√	√	√									
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: Erin Kenny, Senior Manager, Overnight Walk at [ekenny@afsp.org](mailto:ekenny@afsp.org) or 212-363-3500 ext. 2055

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

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