



Out of the Darkness™ Plymouth Walk :

Sponsorship Opportunities

2022 Plymouth Out of the Darkness Walk

afsp.org/plymouth



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 Plymouth Out of the Darkness Walk taking place on **Sunday, May 1, 2022**. While the world is different, our mission to **Save Lives and Bring Hope to Those Affected by Suicide** has not changed.

Though there are many unknowns, there are a few things we know for sure:

- We are a strong and resilient community, united in our effort to fight suicide, raise awareness, educate our communities, support those who have lost loved ones, and support those with lived experience.
- We remain dedicated to providing communities throughout Indiana with opportunities to connect, heal, share stories, create impact, and show those who struggle that they are not alone.
- Mental health is just as important as physical health, we need your help to normalize conversations about mental health and treatment.
- Mental health and suicide prevention are more important than ever, and we're confident that with your help we can reach more people than ever before.

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 realize that nothing can substitute the experience of coming together in person, and we will continue to seek ways in which we can do that safely. Until that time comes, we will use our voices and share our stories virtually to provide hope. Sponsor the 2022 Plymouth Out of the Darkness Walk and show our community that you're a voice for suicide prevention.

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 2022 Plymouth Out of the Darkness Walk and show our community that you're a voice for suicide prevention.

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 2022 sponsorship opportunities and benefits with you in more detail.

#TogetherToFightSuicide

For more information, please contact:

Kelsey Aaron
Indiana Area Director
317-864-6074
kaaron@afsp.org

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

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.



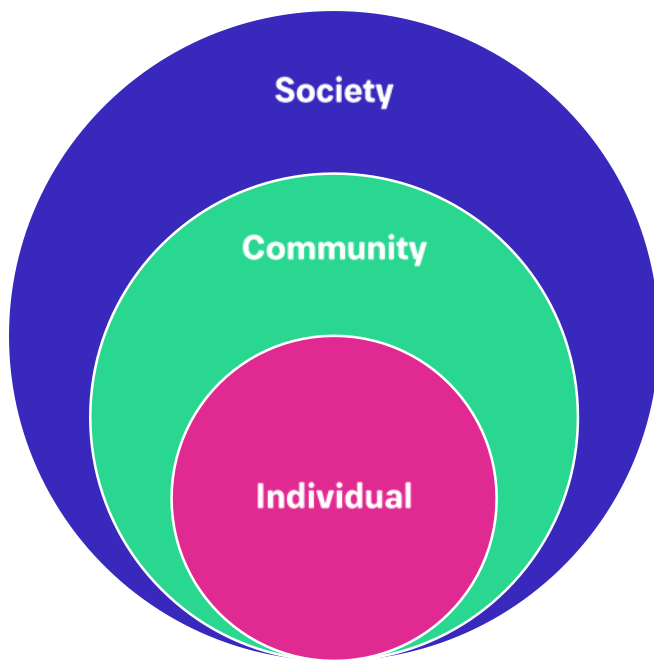
Research

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.**



Plymouth Out of the Darkness Walk

2022 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 2022 Plymouth Out of the Darkness Walk website (afsp.org/plymouth)
- Your logo posted on the Facebook Event Page
- Your logo on the 2022 Plymouth Walk Shirt (Plymouth has over 500+ participants)
- Your logo included in e-blast communications with past and current participants
- 2 complimentary Plymouth Out of the Darkness Walk t-shirts

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 online prevention education program (reach out to area director to schedule)
- Recognition as a sponsor during Plymouth Out of the Darkness Ceremony
- 4 complimentary Plymouth Out of the Darkness Walk t-shirts
- Opportunity to include promotional item in walker gift bag

Support 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 Plymouth Out of the Darkness Walk with 3,000 subscribers
- 4 featured mentions on @afspindiana social platforms
- 8 complimentary Plymouth 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
- 12 complimentary Plymouth 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 (signed agreement & logo must be submitted by March 5th in order to appear on all Spring shirts)
- 10 featured mentions on @afspindiana social platforms
- Your company listed as sponsor in 4 mailings of Plymouth Out of the Darkness Walk with 3,000 subscribers
- 20 complimentary Plymouth 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 2022 Plymouth 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, April 1, 2022 to have logo on walk t-shirt.**



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OUT OF THE DARKNESS Plymouth WALK 2022 SPONSORSHIP AGREEMENT

Name/Company Mailing Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Phone: _____ Email: _____

Company Website Address: _____

Please select one of two sponsorship options:

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

****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 "Plymouth Out of the Darkness Walk" in memo

☐ **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, please provide the best phone number(s) and best time(s) of day to reach you and an AFSP staff member will call to process your card by phone. You can also call our Data Entry team at 212-363-3500 ext. 2013 between 9am-5pm Eastern time for phone processing.

Phone Number: _____ Best Time(s) to reach you: _____

Agreement and Logo Due by Friday, April 1, 2022*

Please scan and email or mail this agreement, logo, & website link to: kaaron@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
20 complimentary shirts

Hope Level \$5,000
12 complimentary shirts

Support Level \$2,500
8 complimentary shirts

Advocate Level \$1,000
4 complimentary shirts

Prevention Level \$500
2 complimentary shirts

Size: S ☐ M ☐ L ☐ XL ☐ 2XL ☐ 3XL ☐ 4XL ☐ 5XL ☐

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
AFSP Tax ID# 13-3393329; All financial and non-profit information at AFSP.org/Financials

Request for Taxpayer Identification Number and Certification

► Go to www.irs.gov/FormW9 for instructions and the latest information.

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

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank
American Foundation for Suicide Prevention

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC

☐ C Corporation

☐ S Corporation

☐ Partnership

☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ►

Note: 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 **not** 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.

☒ Other (see instructions) ► **Nonprofit corporation exempt under IRS Code section 501(c)(3)**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) **1**

Exemption from FATCA reporting code (if any)

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions
199 Water Street, FL 11

6 City, state, and ZIP code
New York, NY 10038

7 List account number(s) here (optional)

8 Requester's name and address (optional)

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.

Social security number

			-						
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or

Employer identification number

1	3	-	3	3	9	3	3	2	9
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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.

Sign Here Signature of U.S. person ►  Date ► **11/23/2021**

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.

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.